

Bond a price GENERAL China tests nuclear bomb

BUSINESS Equities rally halted; Boost for yen

China yesterday exploded a nuclear device in the atmosphere at its Lop Nor test site in north-west China.

The U.S. Department of Energy reported that the device had an explosive yield of less than 20 kilotonnes. The U.S. Environmental Protection Agency is monitoring radiation effects in the atmosphere.

China is not a signatory to the Nuclear Test Ban Treaty which forbids explosions in the atmosphere. The last reported Chinese nuclear test was in September. In November 1976, U.S. monitoring agencies said China had exploded a nuclear device equivalent to 4m. tons of TNT.

Mrs. Gandhi may be prosecuted

India's Home Ministry may prosecute Mrs. Indira Gandhi, former Prime Minister, in 11 cases in which she has been found guilty of "gross misuse of power." The Shah Commission examining charges of misuse and corruption during her 18-month emergency rule has said that she violated established constitutional and administrative practice in deciding on the emergency without consulting the Cabinet. Page 3

Russia backs Ethiopians

The Eritrean People's Liberation Front claimed it had pushed Ethiopian troops back towards the provincial capital of Asmara. Russia announced it saw ideological and political grounds for supporting the Ethiopian Government against Eritrean rebel groups. Pravda said Western and Arab support for the secessionists aimed to weaken Ethiopia and deprive it of its Red Sea outlets. Page 2

Hanging verdict

South African security police were not to blame for the death in detention of a dental suspect of subversive activities, a Durban inquest magistrate said. He ruled that Dr. Hoosen Haifeje died by hanging, but did not return a suicide verdict.

Virgo freed

Former POW Squad Commander Wallace Virgo was freed after the Court of Appeal quashed his conspiracy and corruption convictions. The Appeal Judge said Mr. Virgo had been the victim of the "very limit" of judicial rhetoric.

Briefly...

The Scottish devolution Bill received an unopposed second reading in the Lords. Parliament, Page 15

David Duke, Ku Klux Klan Grand Wizard, violated bail terms by visiting Britain and faces a six-month prison term on his return to the U.S., the Louisiana prosecutor's office said.

The Independent Broadcasting Authority has repeated its plea for a fourth television channel. Its annual report also calls for development of independent local radio.

The editor of Pakistan newspaper Musawat has been sentenced to a year's imprisonment for publishing material which violated the ban on politics.

An armed gang escaped with £25,000 after a raid on a bank security truck at Crawley, Sussex.

Food researchers in the Philippines have recommended rat sausage as a new form of protein.

Ron Lyle, contender for the world heavyweight boxing title, is to be tried in Colorado for the murder of his former sparring partner.

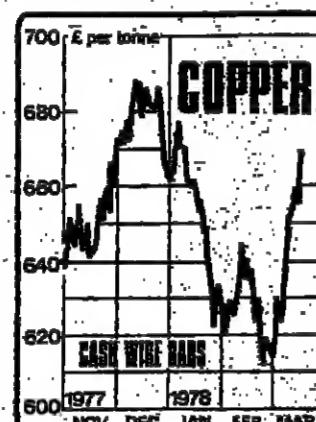
Celiots Mstislav Rostropovich and his wife, opera singer Galina Vishnevskaya, have been stripped of their Soviet citizenship.

Fifty-five prisoners were killed and 73 injured in a riot at Devoto prison, near Buenos Aires. Page 4

CHIEF PRICE CHANGES YESTERDAY

(Prices in pence unless otherwise indicated)

RISES	GUS A	276 + 3
Excheq. 10/1985	291 + 1	
Adwest	236 + 5	
British Printing	452 + 21	
Brown and Tawse	92 + 5	
Carter Ryden	282 + 5	
Cie. Bancaire	125 + 6	
Crescent Japan	205 + 7	
Esporazzini	150 + 10	
Grain Shipping	124 + 8	
Irish Distillers	45 + 3	
Keayser William	205 + 4	
MFI	71 + 5	
Matthews (S.)	137 + 7	
Smurfit (Plastics)	125 + 10	
Stewart and Pitt	150 + 10	
United Newspapers	320 + 6	
	Western Deep	734 + 45



MORE THAN 20,000 TROOPS IN BIGGEST-EVER RAID ON GUERRILLAS

Israel seeks buffer zone

BY IAN DAVIDSON and DAVID LENNON: TEL AVIV, March 15

ISRAELI forces to-day occupied the south of Lebanon and made air attacks on the outskirts of Beirut in a bid to eliminate the fighting strength of the Palestinian guerrillas in the region.

More than 20,000 men, the equivalent of four brigades,

backed by artillery, aircraft and naval vessels, swept into the Lebanon in the largest attack ever mounted against the Palestinians. The official aim is to create a buffer zone along the entire border.

The move, four days after a Palestinian guerrilla attack on Israel, in which 40 people died,

raises a major question mark over Middle East peace talks, and particularly over the outcome for the discussions with Mr. Menachem Begin, the Israeli Prime Minister, who will have with President Carter in Washington next week.

Mr. Begin, Mr. Ezer Weizman, the Defence Minister, and Lt-General Mordechai Gur, the chief of staff, toured the newly-occupied zone to-day in a jeep and visited Christian villages in the south of Lebanon. Later they reported to a special Cabinet meeting on the progress of the military operation.

The operation began late last night. Fighter planes hit the Israeli air force moved on a 60-

miles front from the Mediterranean coast to the foothills of Mount Hermon in the east. The villages of Al Naqoura, Bint Jbeil, Maroun, Khamy and Ebol el-Saki were overrun. Marines launched an attack from the sea south of the port of Tyre while fighter-bomber raids pounded three alleged guerrilla bases, one of them on the fringes of Beirut.

Mr. Weizman insisted that

"this is not a reprisal operation

in the usual sense." It was

designed to "uproot as far as

possible terrorist concentrations

in southern Lebanon."

He seemed to imply that

Israeli forces will remain, in

some form, inside South Lebanon for an indeterminate

period, but not permanently.

"Nobody sees South Lebanon

as part of Israel, and nobody

ever will. After the Israeli

defence force leaves, I hope

South Lebanon will be governed

by the legal government of the

country," Mr. Weizman said.

In view of Israel's superiority

in men and equipment, Western

observers expect that Israel will

achieve its primary objective of

clearing a corridor along the

border quite quickly, perhaps

within a week.

The question of what happens

Other developments, reactions and maps Page 2. • The wider

perils of Israel's invasion

Page 20.

It then remains very much open. If this happened, the Syrians would be forced to get involved, in their capacity as the keepers of the peace in Lebanon, however little it would serve their national interest to do so.

The main danger arising from the Israeli action is that it could lead to a wider conflict in the area. Mr. Weizman stressed the limited nature of Israeli aims, and hoped that the Syrian and Lebanese Governments would understand this.

To-day's action by Israel may well add to the problems already surrounding the broader Middle East peace initiative launched last November by President Sadat of Egypt.

The Fatah attack and the Israeli military response are likely to strengthen Mr. Begin's position in Israel and in his Cabinet, and re-inforce the national intransigence which he has hitherto shown in his dealings with Egypt, notably over the settlements in the Sinai and the question of withdrawal from the West Bank of the Jordan.

Some Western diplomats

believe Mr. Begin will now argue with his right in his hard-line attitude to UN Resolution 242 that they are not obliged to lead military support to the Saiga

and withdrawal from the occupied territories, and that he will now be in a stronger position to secure support in the U.S. Congress from traditional friends of Israel over the controversial Carter plan to link export sales to Israel, Egypt, and Saudi Arabia.

A statement from Damascus

said Syria viewed the situation with "extreme concern."

The U.S. was working through diplomatic channels

last night to contain the fighting. It stopped short of condemning the raid.

Mr. Cyrus Vance, the Secretary of State, who conferred with President Carter, said the U.S. was watching developments with care, but confined himself to saying that the invasion was "an impediment to the peace process."

The Soviet Union denounced the raid as a "rash aggression" against the Palestinians, and said it was possible only because of American military support and Egyptian political quiescence.

Violation

At the UN in New York, Lebanon handed Dr. Kurt Waldheim, the UN secretary-general, a note condemning the attack and reserving the right to call an emergency meeting of the Security Council.

Dr. Waldheim said: "Whatever the motivations for this action may have been, I can only deplore the violation of the boundaries of a sovereign state and the massive use of force."

Mr. Selim al-Hoss, the Lebanese Prime Minister, condemned the invasion as a criminal attack and appealed to "nations throughout the world to join us in condemning aggression and putting an end to it."

Mr. Yasser Arafat, the Palestine Liberation Organisation leader, sent an urgent note to Arab Heads of State urging them to "face this military onslaught which extends along the Lebanese border from Naqura to Mount Hermon in unprecedented density."

Egypt condemned the attack and said it placed a new obstacle on the road to peace.

The Arab League demanded immediate UN action to end the invasion.

Continued on Back Page

Airbus hoping for \$800m. U.S. order

BY JOHN WYLES

EUROPE'S AIRBUS INDUSTRIE consortium believes it is only a few days from winning a \$500m. order from the U.S. Eastern Airlines, which would give its A300 passenger aircraft the much-sought-after breakthrough in the U.S. aircraft market.

Months of sometimes tortuous negotiations culminated last night in a decision by Mr. Frank Borman, Eastern's chairman and former astronaut, to put a draft

order to directors next week.

Airbus industrial negotiators were confident here today that Mr. Borman would be given the go-ahead to order 23 of the European jet aircraft to be delivered by the end of 1982.

Mr. Borman said last night that though some items remained to be settled before a definitive agreement could be made,

"we have reached a sufficiently positive stage where we believe we should review the status of negotiations with our directors and leaders."

Echoing this optimism, Mr. George Ward, U.S. president of Airbus Industrie, said to-day: "We are in a position where we have put together a package

which make financial sense to Eastern, and permits us to remain competitive in the rest of the free world."

While the Airbus Industrie consortium, largely a Franco-German undertaking, will remain publicly cautious until the deal is signed, officials believe that Eastern's decision to place the largest U.S. order for a European civil aircraft in more than a decade will unlock significant orders from other U.S. airlines.

They claim that there is a real possibility of additional sales to other U.S. operators.

Eastern has employed four A300Bs on a non-exclusive six-month lease since December. These will be bought under the proposed package, with 15 more to be delivered at a rate of three this year and four each year from 1979 to 1982.

The negotiations have had to surmount a number of obstacles to reach this stage. In the first place, the proposed financial package had to take account of Eastern's comparatively highly leveraged balance sheet.

It is thought that Airbus has lined up a number of European banks prepared to advance sub-

stantial long-term money backed by the consortium's guarantees.

Eastern was pressing Airbus for positive aid in disposing of a number of its 34 Lockheed L1011 aircraft, some of which will be made redundant by purchase of the Airbus.

The European manufacturers insisted that no commitment has apparently been made.

Still outstanding is the problem of reaching agreement with the operators of La Guardia Airport, New York. Fully loaded, the A300 imposes too great a weight on the sections of the airport's runway which stretches close on an operating weight for the aircraft, which would enable Eastern to run its service to Miami and Houston at an acceptable capacity.

This will involve Airbus Industrial's spending about \$500,000 strengthening runway support, while at the same time developing modifications to the aircraft's landing gear by 1980, so that its weight is spread more broadly over the runway's structure.

The latest figures are encouraging, for during the previous two phases of pay policy, the rise in earnings has been larger during the first half of the year than in the second half.

Last year, for example, a rise of 5.7 per cent by January compared with a full year outcome of 3.8 per cent.

Officials were yesterday claiming that over 95 per cent of

Continued on Back Page

Average earnings rise may be 14%

BY PETER RIDDELL, ECONOMICS CORRESPONDENT

THE INCREASE in average earnings during the present pay round is now clearly heading for less than 15 per cent, judging by official figures published yesterday.

The index of average earnings rose by 6.8 per cent in the six months to January, the first half of the pay round.

This is equivalent to an annual rate of nearly 14 per cent, compared with the Government's 10 per cent pay rise guidelines.

This is the first time the official index has confirmed internal Whitehall estimates of a likely outcome of a rise of between 12 and 14 per cent, rather than an increase in excess of 15 per cent, as projected by some City analysts last autumn.

The latest figures are encouraging, for during the previous two phases of

West German electrical industry growth fears

BY GUY HAWTHORN

WEST GERMANY'S mighty electrical industry fears that 1978 will be another year of very slow growth. Furthermore, it is very worried that the upward course of the deutschmark and the decline of the dollar may erode its international competitiveness at the same time as it weakens its home base by paving the way for a large increase in the volume of imports.

Dr. Hans Goehringer, chairman of the Central Association of the West German Electro-Technical Industry (ZVEI), pointed out today that the electrical industry last year saw imports rise far more steeply than exports. In 1977 exports, which a year earlier had increased by a massive 21 per cent, went up by only 7.7 per cent, to DM31.96bn. (US\$36bn.). Imports, however, went up by 12 per cent to DM17.47bn.

But the basic statistics he said, did not give a truly accurate picture of import growth. The production capacity would remain much greater but this had been hidden by appreciation in the value of the D-mark.

In 1977, the industry's turnover amounted to DM89.6bn. (US\$22.74bn.). This was an increase of 7.9 per cent on the previous year's DM82.85bn. Production, however, rose by a far less impressive 5.4 per cent to a value of DM77.95bn.

According to Dr. Goehringer, the current order book, the rate at which orders were being placed and the official gross national product growth predictions, the industry was hoping for production to expand by about 4 per cent or so.

Orders stagnated in 1977 when they rose by a mere 0.7 per cent. In real terms they declined for after adjustments for price increases had been made, volume bookings were down by 1.2 per cent. The low growth rate predicted by ZVEI reflected the pre-1973 picture of import growth. The industry's capacity would remain under 80 per cent.

Domestic demand was expected to remain weak, he said, while

in the export markets the electrical industry was likely to suffer from the same unforeseeable consequences of the decline of the dollar as other German exporters.

Exports account for more than 30 per cent of the industry's turnover—far more than the 22.8 per cent recorded in 1970. In all, some 50 per cent of the industry's production is exported. However, West Germany had to reckon on the D-mark being structurally overvalued for some time and it was vital that companies ensured that their international competitiveness was not also hit by increased costs at home.

Wage deals should be strictly linked to improvements in productivity, he said. The rationalisation that this would necessarily entail meant that there would be no increase in the number of jobs in the industry. Indeed, this indicates that the industry could well decline further. Its labour force has already fallen from 1,114,000 in 1974 to 988,000 last year.

Schmidt to appeal over strikes

BY ADRIAN DICKS

WITH MOST West Germans today deprived of newspapers and magazines by the publishers' national lock-out of printing and production workers, Chancellor Helmut Schmidt was expected to make a broadcast appeal to the two sides in the dispute to make a fresh effort to settle their who are not IG-Metall members.

Knowledgeable officials here firmly rule out any direct intervention by the Chancellor or any other member of the Cabinet which, though not entirely without precedent, would be contrary to the traditional autonomy of West German industrial relations from Government involvement.

Meanwhile, in the North Württemberg—Baden region centred around Stuttgart, some 80,000 engineering and metal-fabricating workers went on strike. Daimler-Benz, Porsche and Robert Bosch were among the 80-odd companies affected.

The engineering industry dispute showed no signs to-day of peace moves on either side. On the contrary, both the employers and IG-Metall, the engineering union, are warning of a drawn-out dispute in which supplies of automotive parts and other

BONN, March 15.

According to sources close to the Chancellor, there is no chance whether to respond to the selective strikes with lock-outs, a move that would be hardest on the 40 per cent of their workers who are not IG-Metall members.

The Federal Government, though naturally deeply concerned at the ramifications of the dispute, argues that normal bargaining and arbitration procedures are not yet exhausted, so that any talk of intervention in the engineering situation is inappropriate at present.

Herr Schmidt is reliably understood to feel that it would be wrong for him to depart in this extremely bitter case from the Government's traditional policy of neutrality in wage disputes. He is, however, giving his support to the suggestion that Herr Josef Stigl, head of the autonomous Federal Labour Office in Nuremberg, should resume his attempt to mediate.

The collapse of an earlier round of talks under Herr Stigl's chairmanship over the weekend was the immediate reason for the lock-out, which the employers say will be maintained so long as the printers' union, IG-Druck, keeps up the strike. It is already likely, therefore, that that final settlement will exceed the levels implied by the Cabinet in its annual economic report only two months ago when it called for the total increase in incomes (rather than wage rates) to be no more than 5.5 per cent this year.

Central banks switch from Swiss francs

BY JOHN WICKS

CENTRAL BANKS have started to change funds leaving Switzerland into dollars, according to Dr. Fritz Leutwiler, president of the Swiss National Bank.

This movement is in response to the Swiss decision to introduce a negative interest rate of 10 per cent, a quarter on foreign holdings of Swiss francs in Switzerland, effective from April 1.

In an interview published today by the Zurich weekly *Weltwoche*, Dr. Leutwiler also said that there were various indications that foreign central bank holdings which would be subject to the negative interest rate were over Sw.Frs.3bn. Earlier,

Financial Times, published daily except Sunday and holidays. U.S. subscription \$200 per year. Second class postage paid at New York, N.Y.

ZURICH, March 15.

they had been estimated at Sw.Frs.3bn.

Dr. Leutwiler said that if depositors tried to transfer their holdings to the foreign branches of Swiss banks, while retaining them in Swiss francs, this would be stopped.

Funds leaving Swiss accounts could also go to foreign banks in London or Luxembourg. However, said Dr. Leutwiler, the National Bank's ceiling on forward dealing in Swiss francs contributed to limit the volume of Euro-Swiss franc trading.

He also stressed that there would be no foreign exchange control in Switzerland—even at a rate, which God forbid, of Northern Development Company, which has a 100 per cent Dutch

Speaking before last Monday's state shareholding.

\$100m. Dutch factory

Union Bank of Switzerland

Notice to Holders of the 4½% US\$ Convertible Notes 1977/87 of Union Bank of Switzerland (Luxembourg), Luxembourg

The Board of Directors of Union Bank of Switzerland will propose to the Ordinary General Meeting of Shareholders to be convened on April 6, 1978—subject to the necessary approvals—that the present share capital of Fr. 1050 million be raised to Fr. 1100 million by issuing 82,570 new bearer shares with a par value of Fr. 500.—each and 87,150 new registered shares with a par value of Fr. 100.—each.

It is proposed to offer for subscription the new shares to the present shareholders at the ratio of one new bearer share to 20 old bearer shares at the price of Fr. 1250.—per share and of one new registered share to 20 old registered shares at the price of Fr. 250.—per share.

All new shares shall be entitled to the dividend as of January 1, 1978.

Provided the capital increase is carried out as proposed, the conversion price of the 4½% US\$ Convertible Notes of Union Bank of Switzerland (Luxembourg) will be reduced with effect as of April 7, 1978 in conformity with the Terms and Conditions of the Notes.

The new conversion price will be published after the Ordinary General Meeting of Shareholders has taken place.

The holders of the 4½% US\$ Convertible Notes 1977/87 of Union Bank of Switzerland (Luxembourg) wishing to exercise their subscription rights are invited to exchange their Notes for bearer shares of the Union Bank of Switzerland

not later than Monday, March 20, 1978.

No Convertible Notes will be exchanged for shares during the period from Tuesday, March 21, 1978 to and including Thursday, April 6, 1978 (date of the General Meeting).

Convertible Notes not surrendered for the exchange by Monday, March 20, 1978 do not entitle the holder to subscribe to new shares.

Zurich, March 16, 1978

Union Bank of Switzerland

Income-tax up 10% in Portugal

BY JIMMY BURNS

LISBON, March 15.

TIGHTER CONTROL of public and private spending through increased direct and indirect taxation is the keynote of Portugal's 1978 budget, which was approved by the Cabinet late last night, as a first important step towards solving the \$1.3bn. balance of payments deficit.

This year's tax increases—10 per cent on ordinary income tax and estate duties, 15 per cent on capital gains, 30-30 per cent in sales tax, and heavier duties on cinema and theatre tickets, and tobacco—are expected to bring in nearly 40 per cent more tax revenue than last year.

Dr. Victor Constantino, the Minister of Finance and Planning, told a news conference that cuts in public spending would be similar to those proposed by the minority Socialist Government. He is, however, hoping that by brandishing the threat of a Communist dominated administration, they will frighten Socialist voters away from back-

French parties trade final blows in general election campaign

BY DAVID CURRY

THE FRENCH general election campaign has entered its final sprint since second round nominations closed last night. The Left is preaching the recovery of "the dynamique of unity" following the patching-up of the Socialist-Communist quarrel. Government leaders are bantuming away at the theme that a Left-wing victory will bring a Communist-dominated regime.

The battle is raging over the section of the Left-wing agreement saying that ministries should be distributed according to "the popular will" and with equal "rights and duties for each partner."

M. Raymond Barre, the Prime Minister, fired the opening shots by deducing that a Left-wing victory would lead to almost as many Communist Ministers as Socialist ones (since the Communists polled almost as many first round votes as their partners), to Communist eligibility for sensitive portfolios like defence and foreign affairs and Communist surveillance of Socialist Ministers using the device of Cabinet "solidarity."

The Socialist Government is hoping that by brandishing the threat of a Communist dominated administration, they will frighten Socialist voters away from back-

ing a Communist candidate in the second round where there is no candidate of their own. If Socialists win, the Left fails to put its vote in, the Socialists will comfortably outdistance their partners in this latter respect it implies that the Communists may have to settle for closer to a third of the jobs

The Left's own offensive has tried to encourage the feeling that an irresistible bandwagon is now rolling in its favour and that only the smear tactics of the "Giscardian coalition" stands between the French and their desire for "real change."

Sunday's battle will be decided in 80 or so of the 423 seats being contested where a shift of about 1,000 votes will cause the constituency to change hands. In 408 seats there will be a straight Government versus opposition fight.

The Gaullists are carrying the flag of "the cause of liberty" in 217 seats and since these are proportionately the safer ones, they are certain to stay well ahead of their partners in National Assembly seats. Their centrist allies and "presidential" candidates take on the opposition in 182 constituencies.

The socialists are leading the Left's assault in 243 seats and the Communists in 143—including all the seats in no fewer than 11 departments.

Italian pensions deficit forecast

By Dominick J. Coyle

ROME, March 15. ITALY'S ARCHAIC state pension system is likely to show an operating deficit of \$10bn. in 1981, according to an analysis by ISPE, the Istituto Studi per la Programmazione Economica. Such a shortfall would exceed easily the entire public sector deficit planned for last year.

On the basis of these figures, the cost of pension payments is running at just under 11 per cent of gross domestic product. Pension recipients total 13.5m. in a country with an estimated labour force of about 20m.

In parts of Italy, and particularly in the depressed South, disability pensions are paid regularly as a kind of indirect social welfare system. It is not unusual for one recipient to be receiving two or three separate pensions.

Parliament has recently approved limitations to the automatic indexation of pensions at the highest level. But for the moment, anyway, the principle of indexation is being maintained for all other pensions, although it is unlikely that this method can be retained into the 1980s.

ISPE, although a private research "think-tank," does much of its work for state agencies, and its latest examination is understood to be on behalf of the Budget Ministry. Its conclusions regarding the mounting deficit are known to reflect in general terms a similar study undertaken by the Bank of Italy.

A number of recommendations are included in the ISPE report, including raising the pensionable age from 55 to 60, revising (presumably downwards) the much more favourable pension rights enjoyed by employees in the public sector, altering the indexation system away from cost-of-living rises and gearing it instead to increases in GNP, and raising pension contributions sharply for a number of heavily subsidised categories.

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AMERICAN NEWS

Carter tries hard to woo Senate on Panama treaty

BY JUREK MARTIN, U.S. EDITOR

ON ONE issue at least, it is quite like the old days in Washington this week. Rarely have the roads between the White House and Capitol Hill been so jammed with Administration officials and senators wheeling, dealing, cajoling, and arm twisting.

The reason is simple: tomorrow afternoon the Senate votes on the first of the Panama Canal treaties, the one covering the neutrality of the canal after it passes to Panamanian control in the year 2000. Ratification of the treaties by a two-thirds vote of the Senate is crucial to President Carter in countless ways.

The outcome remains a toss-up. Yesterday, five of the 13 independent senators broke their silence with three saying they were for and two against. Senator Jesse Helms, the lone conservative from North Carolina, glumly announced that the Senate, which only had 31 sure votes, not enough to block the treaty's passage. But many independent heads still show the Administration a critical vote or two short of its goal, with the number on the fence dwindling by the hour.

The events of the past week have prompted one of the more respected moderate Republicans, Senator Robert Packwood, from

WASHINGTON, March 15.

Oregon, to say on the Senate floor that he was appalled by the dealing that was going on, which was most unbecoming of the Presidency.

Senator Packwood, who accompanied his outburst with the announcement that he was contemplating changing his mind about supporting the treaty, seemed to have conveniently forgotten that perhaps the main Congressional criticism of President Carter was his inability to "deal" with the Congress in the accustomed manner.

Whatever the propriety, it seems that the Administration has worked some persuasion well. It hinted at dropping its opposition to the \$25bn. Emergency Farm Aid Bill and picked up support for the treaties from Senator Talmadge of Georgia who was previously non-committal.

It also agreed to release \$250m. worth of copper from the Federal stockpile in the hope of seducing Senator DeConcini from Arizona, a copper-producing state. The Senator muttered that this was not enough and this morning was closeted with the President which thought could determine his vote.

There is even the possibility that the Senate might not in the end vote on the neutrality treaty tomorrow. Senator Alan of Alabama, its leading opponent, hinted at disrupting the Senate's timetable.

The events of the past week have prompted one of the more

respected moderate Republicans, Senator Robert Packwood, from

Coal contract faces first test

BY STEWART FLEMING

NEW YORK, March 15.

THE TENTATIVE settlement of estimated to offer the miners a because majority support in each the largest national coal strike in U.S. history faces its first test this afternoon when the 100,000 members of the Bargaining Council of the United Mine Workers (UMW) union meets to consider the proposed agreement.

It was announced yesterday and the Bargaining Council is to appear in before it can be put to the 100,000 miners' decision for approval. That process could take a week to ten days, and it could be a further week after that before coal production resumes.

The Council has previously rejected two tentative settlements reached on February 6 and February 24, and the rank-and-file rejected a third version by a 21 majority 11 days ago.

The concessions which the coal companies have now made to the miners, who produce about half the coal mined in the U.S., are widely expected to win the support of the Bargaining Council, Mr. Arnold Miller, the union President, has predicted a favorable vote. Union officials are not prepared to predict concretely which way the members will vote, however, although there is agreement that the new terms stand a much better chance of ratification by the miners than did the previous ones.

The new contract proposal is

the wide margin between pension payments for miners who retired before 1968 and those who retired later—has been narrowed—but the sum is still wide—\$775 a month against more than \$450 a month. For the miners, however, perhaps the most significant victory is the withdrawal of clauses which would have given employers new disciplinary powers to curb union strike action. The three-month strike will have embittered union-management relations further, increasedensions and reinforced existing pre-accordances and misunderstandings.

NY death penalty clash likely

BY JOHN WYLES

NEW YORK, March 18.

A DIRECT confrontation between Governor Hugh Carey and the New York state legislature is looming over the issue of restoring capital punishment.

The existing New York statute providing the death penalty for a narrow category of murders, including the murder of policemen and prison officers, was declared unconstitutional by the state court of appeals last November. Since then, support has been growing in the legislature for a broader law and, yesterday, the state's Senate voted by 38 to 18 in favour of capital punishment legislation.

While the Senate is under Republican control, the legislation is expected to receive just

as much support in the state Assembly where the Democrats have a majority. This will pit the legislature against Mr. Carey, a Democrat running for re-election this year, who is opposed to the death penalty and who has proposed a Bill imposing life imprisonment without parole for all those convicted of intentional murder.

In view of the likelihood of the death penalty Bill passing through the legislature, attention is now focusing on whether to curb unusual circumstances in challenging Governor Carey in November. The single most important concession which the union has made—acceptance of productivity agreements—is also well hedged in the union's favour.

Debt ceiling to stay at \$752bn.

Fed chairman says climate right for economic growth

WASHINGTON, March 15.

STYMIED in its attempt to raise the U.S. Federal debt ceiling, the House Ways and Means Committee has voted to keep it at its present level until July 31, AP-DA reports from Washington.

Currently at \$752bn., the debt ceiling is due to revert to its "permanent" level of \$420bn. on April 1. The amount of debt outstanding at the end of February was \$730.9bn. so failure to maintain at least the "temporary" \$752bn. level would force the treasury to liquidate old debt and prevent it from incurring new debt.

In an election-year protest against deficit spending the House last week rejected a Ways and Means proposal to raise the ceiling \$72bn. until March 1.

Car sales down

New car sales by the four main U.S. motor manufacturers were down more than 13 per cent in early March, continuing a trend begun last November, the companies reported, Reuter reports from Detroit. All four car makers—Ford, General Motors, Chrysler and American Motors—suffered sales declines in the March 1-10 period, with the industry leader, General Motors, reporting results down by 12 per cent from the same period last year.

U.S. COMPANY NEWS

Court fight likely over navy ships: Texas experts say recovery: A 7 and 1 profits rise — Page 26

FIFTY-FIVE prisoners were killed and 73 injured in a riot at the maximum security Villa Devoto jail near near yesterday, prison authorities announced today. They said that five guards were also injured when trying to douse flames during the riot.

Troops and police, backed by helicopter gunships, stormed the jail to quell the rioting. People living in the area said that they heard shots and bursts of machine-guns fire. But the official communiqué issued by prison authorities today made no mention of any prisoners being killed or wounded by gun fire.

It stated that the dead and Reuter

PERU'S DEBTS The IMF refuses to ease the burden

By Nicholas Ashdown in Lima

Not everything has gone so well. Senator Richard Schweiker, the Pennsylvania Republican, has come out against Senator Schweiker used to be known as a progressive Republican until he accepted Ronald Reagan's invitation to run with the conservative California in 1976. That experience seems to have changed the Senator.

Another surprising moderate Republican to hold back is Senator Edward Brooke from Massachusetts, the Senate's only black member. He, too, has been ardently wooed by the White House, but without success. His office said the Administration has made what was described as "a crude offer" to Senator Brooke last week but declined to say what it was.

The arch-congressional dealer Senator Russell Long of Louisiana, was due to address the Senate later today. In typical manner he blinded this morning to an "understanding" with the President which thought could determine his vote.

There is even the possibility that the Senate might not in the end vote on the neutrality treaty tomorrow. Senator Alan of Alabama, its leading opponent, which was in the process of arranging a \$250m. loan to prop up Peru's debt payments this year.

A meeting of the steering committee in New York which was putting the loan together concluded last week that the loan could not proceed following the Fund's decision. The committee has in effect been disbanded.

The two decisions are sure to have a traumatic effect on Peru's financial—and perhaps political—affairs.

For a start a further devaluation of the sol is certain to take place. A floating exchange system was started up last October and in two months the sol had fallen in value against the dollar by 75 per cent. Under an unofficial agreement between the banks, who wanted to protect their clients, and the Government, which was paid in the form of prestige involved in the rate, the sol has been kept stable at 120 soles to the dollar. Bankers say they expect the sol now to float at around 150 to the dollar by early April.

Since the Central Bank has no reserves to back a position, and since the demand for dollars is way above the supply, there is no room for the sol not to fall indefinitely. The devaluation has already increased the sol indebtedness of companies here and bankers say that many companies may be unable to meet their dollar obligations.

The weakness of the currency seems to be a reflection of the judgment of the business sector of the Government's ability to handle what is certainly the gravest financial situation in Peru since the 1930s.

The decision of the Fund to deny Peru a second draw-down under the stand-by agreement was almost entirely unexpected both by the Government and by most independent bankers here.

The general feeling was that the Fund would certainly force a stricter adhesion by the Government to the stabilisation programme—more cuts in Government spending, a further devaluation, an increase in the price of petrol and heavier taxes.

And although most people in the financial world were well aware that Peru would not meet the Fund's targets, the prevalent view was that the rate would state over the deficiencies because Peru was showing movement in the right general direction.

But in practice the Fund apparently felt that the programme was so far off target that it could not paper over the cracks.

Equally it was thought that the banks putting the \$260m. loan together would not be able to fully and consciously pull the plug on a country which owes them so much money.

The loan was requested by the Peruvians in February and one of the basic conditions of it was that it would be tied down to the IMF stabilisation programme.

The Peruvians had already arranged with the Russians to roll over all this year's \$80m. worth of maturities due on 30th April.

In testimony before the Senate Budget Committee he said that although banks and other lenders may be becoming more cautious in their lending policies, credit supplies still remain to be ample. Indicators of the financial condition of key non-financial sectors, such as household debt burdens, remain generally strong.

Mr. Miller also said that corporate balance sheets and State

WORLD TRADE NEWS

Congress overrules Carter on fasteners duty rise

BY JUREK MARTIN, U.S. EDITOR

A CONGRESSIONAL SUB-COMMITTEE voted today to override President Carter's decision not to impose sharply increased import duties on foreign industrial fasteners (nails, screws and bolts) sold in this country.

Although by no means conclusive, today's ruling is believed to represent the first time in 20 years that a Congressional body has voted to overrule the President on a trade issue of this nature. It is also a potent reminder of the protectionist forces in the Congress, which the Administration has until now worked to control.

Today's vote was taken by 7 to 6, was taken by the trade sub-committee of the House Ways and Means Committee. Its chairman, Congressman Charles Vanik, a Democrat from Ohio, once had the reputation of being a leading liberal free-trader; in the past couple of years, confronted with the reality of high unemployment in his heavily industrial constituency, Mr. Vanik has become one of the leading advocates of controls on foreign imports.

He said today that "a vote to override will be a signal to our trading partners that our

system of trade surveillance is working." He discounted foreign retaliation.

On February 14, President Carter decided against a recommendation by the International Trade Commission (ITC) that the U.S. impose 30 per cent duties on foreign nuts, screws and bolts sold in this country.

Mr. Robert Strauss, the Special Trade Representative, has spoken recently of the dangers

that Congress would override the President on fasteners.

Although some sort of compromise, perhaps along the lines of that which he negotiated for the shoe industry, providing a degree of assistance to the domestic industry, and thus assuaging Congressional fears. This time his advice was ignored by President Carter.

Mr. Carter, rejecting the ITC's finding, said the imposition of such duties, as low as 0.2 cents a pound, would invite retaliation

if Mr. Vanik's sub-committee is successful. The closeness of the outcome, however, suggests that the full Ways and Means Committee may not go along.

Even so, it is not clear that the Administration and Mr. Strauss in particular have some hard lobbying to do to prevent the worst from

reinforcing the European hauliers' reckoned this would double their transit costs through Austria. Now the Vienna government has agreed to lower it to 25 groschen, a reduction of 75 per cent, and let empty lorries through the country free.

To answer the EEC complaint that the planned tax was discriminatory, the Austrian Government has also said that the total amount paid by foreign hauliers will not exceed that already paid by their Austrian counterparts.

While welcoming the Austrian concession, the EEC Commission has nevertheless proposed that the Austrians make the tax temporary, and that it be eventually replaced by the same sort of road tax, related to environmental damage, that the Commission is also proposing for Common Market countries.

Austria to reduce transit tax

By David Buchan

BRUSSELS, March 15. THE AUSTRIAN Government has agreed to scale down the transit tax that it plans to impose from July 1 on international lorries going through Austria, EEC officials said, following pressure from the Brussels Commission.

The Austrians had originally proposed the tax, which would affect substantially intra-EEC trade between West Germany and Italy as well as routes to the Middle East and the Mediterranean. It was to be 30 groschen per kilometre.

The European hauliers reckoned this would double their transit costs through Austria. Now the Vienna government has agreed to lower it to 25 groschen, a reduction of 75 per cent, and let empty lorries through the country free.

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S. Korea hits at Britain over TV

By Our Foreign Staff

SOUTH KOREA has complained to the Council of Tariffs and Trade (GATT) in Geneva that Britain has acted unfairly in imposing selective quotas on black and white television sets imports from S. Korea.

South Korean ambassador Shin Yong Lho said that under GATT regulations such trade restrictions should be applied against all suppliers, and not discriminate against one country alone.

The British view is that the quotas imposed last July under GATT Article 19 on portable black-and-white television imports from S. Korea were not discriminatory since it had earlier imposed quotas on imports from Taiwan and E. Europe and had reached restraint agreements on an industry-to-industry basis with Japan and Singapore, the other main suppliers.

The South Korean complaint comes at a time when interpretation of Article 19—the GATT safeguards clause—is being discussed as part of the Tokyo Round of trade negotiations.

Chinese trade boom forecast

TOKYO, March 15.

CHINA'S trade with the outside world is on the increase and is expected to reach record heights this year, according to a survey by the semi-official Japan External Trade Organisation (JETRO).

Last year its trade was 7.8 per cent more than in 1976, and is expected to reach \$16.8bn. this year, JETRO said. Last year's figure of \$14.29bn. was the second largest total since the \$14.5bn. in 1975, the survey said.

Yarn shipment curb

TOKYO, March 15. JAPAN will keep exports of two-ply natural acrylic yarn to the United States this year at the level of last year, the Ministry of International Trade and Industry said. The measure is among self-restrains requested by the U.S. AP-DI.

The South Korean complaint comes at a time when interpretation of Article 19—the GATT safeguards clause—is being discussed as part of the Tokyo Round of trade negotiations.

Malaysian visit to Soviet Union

By Our Own Correspondent

KUALA LUMPUR, March 15. MALAYSIA is to send a trade mission to the Soviet Union later this year in an apparent effort to appease the Russians who are becoming increasingly irritated by their failure to establish a diplomatic and economic foothold in the country.

The decision to send a trade team followed a meeting here yesterday between the Soviet Deputy Foreign Minister, Mr. Nikolai Firyubin, and the Malaysian Foreign Minister, Mr. Tengku Rithauddeen.

Mr. Firyubin, who is on his third visit to Malaysia in recent years, made it plain that the Soviet Union was unhappy because Malaysia had made no effort to narrow the trade imbalance.

The Soviet Union was one of Malaysia's top ten buyers last year with imports of nearly 300m. ringgit (588m.).

Industry sources in Tokyo said that Japanese steelmakers would like to reduce their purchases of steel mills' forecast of possible steel production by 1980 of between 140m. and 150m. tonnes. Now, he added, "your levels of demand bear no relation to your expectations of two years ago."

Without specifying what sort of agreement he would like to see between Japanese mills and Australian suppliers, Mr. Anthony repeated a request for "special" treatment.

According to Press reports, Mr. Anthony was given vague assurances by the Japanese mills yesterday that recession-induced cuts in imports of iron and coking coal would be smaller in the case of Australia than imports from other suppliers.

Australian fears on Japan's steel cuts

HOME NEWS

U.S. landing system useless, says Britain

BY LYNTON MCILAIN, INDUSTRIAL STAFF

THE ROW between U.S. and instrument landing systems. Before U.K. air authorities over which the advent of the U.K. system, 1980s resumed yesterday with Mr. McGowan said the U.S. Britain's Civil Aviation Authority Federal Aviation Authority and claiming that the U.S. proposal Rendix, the main contractor for was nothing more than a rival time reference scanning "theoretical system, of no practical use."

A decision on which system the world airports will be will be taken by the International Civil Aviation Organisation in Montreal between April 4 and 21. Orders worth hundreds of millions of pounds are of stake, with Plessey, the Civil Aviation Authority, and the Ministry of Defence involved in Britain.

Mr. Tom McGowan, director general of telecommunications for the authority, claimed yes, the U.S. system proposal. "There had been only 60 minutes of flight trials before these were abandoned. British officials said the comparative trials programme, agreed last November, would prove crucial when the final decision is taken in April."

Britain had submitted a mass of data with up to £1,000 being spent on tape recordings and photo-records for the U.S. system based on a cost-no-object exercise. "A U.S. system to meet international requirements did not actually exist."

Mr. John Benjamin, for the Ministry of Defence procurement officials said the U.S. system had executive said that there were fundamental flaws in vital receivers for the U.S. system. Testing of the equipment had been "shallow" and it would have to be redesigned less than a month before the International Civil Aviation Organisation begins its final assessment in Montreal.

EEC membership 'costs U.K. £3bn.'

BY CHRISTOPHER PARKES

BRITAIN'S gross domestic product could be £2bn. a year higher than at present and real national income could be raised by about £3bn. if the country were not a member of the European Community, according to three Cambridge University economists writing in the Economic Policy Review.

They claim that EEC membership will cost the U.K. balance of payments about £1bn. this year in simple terms of net contributions to the Community budget and higher food costs.

But because the expansion rate of the national economy was likely to be severely constrained by the balance of payments, the true cost of membership "in terms of the sacrifice of real national income" was three times the direct cost in dearer food and budget pay.

The bulk of the Cambridge report is devoted to an examination of the Common Agricultural Policy and comparisons based on the differences between EEC prices for basic farm commodities and those prevailing in the "free" world market.

It is estimated that in the new farming year, after this spring's price fixing, EEC wheat will be £20 a tonne dearer than grain on the world market, raw sugar will be £60 dearer, and butter £730 a tonne more expensive.

CAP reform, Page 35.

Manpower planning 'must have higher priority'

BY MICHAEL CASSELL

COMPANIES WILL have to give a higher priority to manpower planning if they are to cope successfully with a competitive business environment and meet the needs of employment legislation, says a report published today.

The report by the National Economic Development Office and the Office of Manpower Services says that, in many cases, manpower planning — providing adequate numbers of people with the right training to meet future requirements — has been introduced only as a crisis measure.

Action had often been taken to tackle competitive pressures or uncontrolled employment growth, but most companies, having introduced a manpower planning system, recognised the long-term necessity to retain and develop it.

The report, compiled in response to a suggestion by Mr. Denis Healey, the Chancellor, at a meeting of NEDO, claims significant costs are involved in failure to plan manpower adequately.

Merseyside companies win £9m. rail contracts

FINANCIAL TIMES REPORTER

TWO Merseyside companies — Balfour Beatty Power Construction and Norwest Civil Engineering — have been awarded contracts totalling £8m. by British Rail for work on the electrification and modernisation of the Bedford to London railway line, due to come into operation in 1982.

Balfour Beatty's £5m. contract is for the supply and installation of overhead electrification equipment between Bedford and the London terminals of St. Pancras and Moorgate.

Albright spends £17m. on phosphorus plant

BY KEVIN DONE, CHEMICALS CORRESPONDENT

ALBRIGHT AND WILSON is to spend more than £17m. on building a new plant and modernising existing units for phosphorus chemical production in the U.K.

The expansion coincides with the company's growing confidence that its phosphorus plant at Long Harbour, Newfoundland, can finally offer a secure and stable source of supply.

Mr. John Willis, Albright's commercial director, said yesterday that the 60,000-tonnes-a-year plant would now produce most of the company's phosphorus, allowing it to increase penetration of international markets.

The company is still investing another £18m. in the manufacture of yeast and (28.5m.) in the three years to 1980 to bring the plant first to satisfy environmental standards.

But it is starting to reap the benefits of a long-term supply contract with the Newfoundland authorities for cheap power.

As part of the U.K. investment programme Albright is to build a 20,000-tonnes-a-year plant at Widnes, Lancs., for the production of sodium hexametaphosphate, a chemical used in water softening and conditioning.

On the same site it is also this year a building plant to produce 11,000 tonnes-a-year of ammonium phosphate. This chemical is used under way.

Consultants' turnover up 24% after recession

BY MICHAEL CASSELL, BUILDING CORRESPONDENT

PRIVATE house-building continued to grow last month, the National House Building Council said yesterday.

But the improvement was threatened by the cut in mortgage lending. The outlook was again uncertain after Government pressure on building societies to reduce their mortgage advance quotas.

The council said that builders started work on 12,420 homes last month—an increase of nearly 30 per cent. on the average February figure for the last four years.

The performance reflected the industry's growing confidence about the private housing market and came close to the type of output levels recorded during the "boom" years between 1969 and 1973.

The spring and summer were traditionally the best times for selling homes. Consultants' restrictions on mortgage availability would be more damaging in the long term than in the short term, in spite of the fact that loans for new homes would have priority.

Builders continued to report a growing shortage of suitable development land and the situation was causing concern.

Business in the U.K. rose by only 18 per cent, which, according to Mr. Brown, is in real terms about the same, as business in 1973-74.

Management consultants detected an improvement in the private sector and for the next year he said the association was moderately optimistic rather than wildly optimistic.

Building in private housing sector continues to grow

BY MICHAEL CASSELL, BUILDING CORRESPONDENT

house-building in the private sector came after the better autumn picture achieved in January, widely seen as a response to the strong underlying demand for home ownership and the ready availability of mortgage funds.

In spite of cuts in mortgage lending to take effect next month, societies would still be lending more than last year. But the cuts nevertheless could dash any hopes of a substantial improvement in last year's starts total of 134,000.

£1m. grant for training in textiles

Financial Times Reporter

THE BRITISH textile industry is to be given a training grant of nearly £1m. from the European Social Fund after an application to the European Communities' Commission, in Brussels, by the Cotton and Allied Textiles Industry Training Board.

The grant, to aid training in companies covered by the Board, is for this year and next. It will be used to train people to be more versatile, or to continue their training as managers, supervisors or technicians.

INVESTMENT in the U.K. by Hoechst, the West German chemicals group, will be down to about £10m. this year, as the group was now unlikely to make any big investment in the U.K. textile fibres for at least two to three years.

The U.S. was taking a large part of the group's capital expenditure, and could account for half that total in 1978-79, he said.

Last year, Hoechst achieved sales in the U.K. of £30m., an increase of nearly 16 per cent. The Hoechst U.K. managing director, Mr. Dominik von Winterfeldt, said: "Turnover of the Hoechst U.K. group was also up 16 per cent—to £32m.

Group profit before tax was £2.7m. compared with £7.2m. in 1976, but Hoechst again made a loss on its U.K. textile fibres.

It is also aiming to increase direct exports from the U.K. from last year's low level of £5m. But this is expected to rise to only about £7m. in 1978, according to Mr. Brown.

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Buchan Field hope of £360m. oil in first four years

BY RAY DAFTER, ENERGY CORRESPONDENT

BRITISH PETROLEUM and its partners in the Buchan Field rels, though industry estimates have ranged from £5m. to £300m. in the North Sea hope to extract about 50m. barrels of oil, worth £360m. at present prices, in the first four years of production.

Whether the consortium will be allowed to exploit the field after four years depends on its reaching an agreement with the Department of Energy. Much will depend on the quantity of recoverable oil found in Buchan, and how BP and its partners set about exploiting the reservoir.

BP gave details yesterday of the programme planned for Buchan, one of the most difficult fields to assess in the North Sea.

The scheme, estimated to cost about £130m., will need seven wells drilled and re-entry of an appraisal well.

The oil will be brought up through a semi-submersible production platform and an offshore loading system. This equipment should be on stream in autumn next year.

The Department of Energy has permitted the partners to produce oil at a maximum annual average production rate of about 50,000 barrels a day. This will mean that at times the oil will flow at 70,000 barrels a day.

The statement shows that BP and others in the 10-company consortium will be allowed to recover a substantial portion of reserves before their entitlement to further production is called into question.

Recoverable reserves are

estimated to be about 150m. barrels.

The Government has reserved the right to take the field away from the partners after four years.

For this to happen there must be a fundamental disagreement between the Government and the partners over the way the field is exploited in future years.

BP said that in the "unlikely

event of no agreement being

reached the licensees would sur-

render their rights in the part

of the offshore licence covering

the Buchan Field.

The issue would be brought to

a head in 1981 when the Depart-

ment reviews a new development

programme submitted by BP

embracing plans for exploiting

the reservoir in the remaining

life of the field.

These will include drilling

another well to learn more infor-

mation about the reservoir.

Besides BP the Buchan group

comprises Transworld Petroleum

(U.K.): Shell Petroleum Corpo-

ration; St. Joe Petroleum

(U.K.): City Petroleum; CanDel

Petroleum; CCP North Sea Asso-

ciates; Gas and Oil Acreage

Charterhall Oil; and Lochiel

Exploration (U.K.).

Sullom Voe terminal pact is signed

A MAJOR HURDLE has been overcome in development and commissioning of the 1670m. crude oil terminal at Sullom Voe, in the Shetland Islands, writes Ray Dafter.

BP Petroleum Development, Shell U.K. and the Shetland Islands Council signed an agreement yesterday covering the terms of marine operations at what is expected to become the biggest oil terminal in Western Europe.

The agreement covers building of the oil jetties by the council and payments to be made to the

Decay of platforms may hit profits

BY OUR ENERGY CORRESPONDENT

FEARS that some North Sea oil rigs and pipelines will not last long enough to justify the money spent on them are expressed in this week's issue of *New Scientist*.

The journal says the offshore facilities may corrode or collapse, although it is more likely that they will need very expensive repair.

Concern is being expressed in the industry about effects of wind, sea and marine life on platforms and pipelines. But the New Scientist article goes much further.

"There is already sufficient evidence of accelerated cor-

rosion and premature failing on

platforms and pipelines to be

far more expensive and difficult

than any public statements have

so far indicated."

The magazine says that recent

trials in Scotland have shown

that with available equipment it is impossible to test the struc-

tures fully for wear.

The urgency to establish work-

ing platforms in the North Sea

had led to designs not as easily

maintainable as they could be.

If a fault developed cost of

repair could be so great that

profits on oil production were

greatly diminished.

Board to fund research in electrical engineering

BY JAMES McDONALD

THE DEPARTMENT of Industry development projects, usually on

has formed an Electrical Tech- nology Requirements Board with an initial four-year budget of

nearly £10m. to fund research and development in the electrical engineering industry. It will be headed by Mr. T. W. B. Sallitt, a director of the Hawker Siddeley

Group.

The board, which will hold its first meeting in London on April

20, will cover such

products as motors and genera-

tors, transformers, switchgear

and electronics, domestic

and research organisations as well as

private companies as well as

research organisations for mem-

bership, including lamps and

financial support on research and

development projects.

The tentative budget for the

next four years is £197.79m.

1978-80—over £2.1m.

1980-81—£2.5m.

1981-82—£3m.

These totals could be expanded

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1978-80—over £2.1m.

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LABOUR NEWS

Unions prepare to fight steel industry cutback

BY OUR LABOUR STAFF

TRADE UNIONISTS in the steel £300m. if it was to find a place lay emphasis upon ways of industry were preparing yesterday in a highly competitive market improving the quality of British to "resist to the end" any cutbacks which could threaten the British Steel Corporation's future in a competitive quality in five years' time.

Fears that the industry could not be immediately at risk if the economy programme to be implemented by the Government came to a head following advance news yesterday that well over £1bn. worth of investment is to be shelved.

Mr. Eric Varley, Industry Secretary, is expected to announce in the Commons next week the dropping of plans to invest £335m. at Port Talbot, £200m. at Teesside and three proposed electric arc furnaces at Shelton at Stoke-on-Trent and Ravenscraig and Hunterston in Scotland.

This would be coupled with the axing of some 40,000 jobs in the industry over the next two years starting with 15,000 this year.

Mr. Jack Thomas, chairman of the union development committee at the Port Talbot works said: "We will put all pressure possible on the Government to rescue plans to introduce a new TUCWU was pressing for British Steel to make early retirement deals to cater for urgent manning problems.

The plant now stood, he said, in a state of obsolescence and without Port Talbot there will be selling out, the British Steel Corporation by refusing to back long-promised expansion

new mill costed a couple of years ago at between £250m. and Government strategy will be to

Strategy

They were "very concerned" that investment should be channelled into weak and import substitution areas. The mill which we were promised 12 months ago." This investment was proposed in isolation to the whole expansion plan.

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new mill costed a couple of years ago at between £250m. and Government strategy will be to

Mining output up by 10%

COALFACE productivity broke all records in February, the National Coal Board announced yesterday, ascribing the improvement to the new production incentive scheme.

Each miner at the coal face and the industry was using 2,300

averaged a 10 per cent. rise in fewer men.

output per shift to 171.5 cwt

compared with last year.

"The production scheme is biting," the Board said. About 90 per cent. of all production faces were now operating the scheme.

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Latest indicators of management salary levels

BY MICHAEL DIXON

HERE once again is the Jobs average addition being 8½ per cent. Where the employer was a regional company with 80 to 300 salaried staff, the range was 2 to 8 per cent. higher, with an average addition of 5½ per cent. on people registering as job candidates, with the Government sponsored Professional and Executive Recruitment agency working notice—how much extra salary they were hoping for in during the four months which ended with January.

The figures in the table are solely for candidates aged 33 to 37, registering with PER all over the country. So the listing takes no account of salary variances either in different age groups or in different regions. Readers needing detailed figures can obtain them, for a price, from Reward whose address is 1 Mill St. Stone, Staffordshire ST15 8BA—telephone 078-583 4554.

And even those content with the rough guide presented here earlier. If one imagines the appropriately aged PER candidates in each category as being ranked by salary, the lower quartile figure represents the salary of the person a quarter of the way up from the bottom of the ranking, the median that of the person half way up, and the upper quartile for the passage of the few weeks since the survey figures were collected.

To cover the time lag, the Reward statisticians recommend the addition of 2½ per cent. to the salary of the person quarter of the way down from the top of the ranking.

Where the employer was an international or large national concern the statisticians noted that the salaries ranged between 5 and 12 per cent. higher than 33-37 in each category in the Regency House, 107 Hagley Road, Birmingham B16 8LA.

were qualified or not. The final six columns repeat the exercise, but relate only to the people among the candidates who held professional qualifications.

Liberia

JOHN EDIS—whose consultancy, Management Recruitment of Birmingham, is part of the Liberia-based Mesurado group—is seeking a successful day-to-day top manager to run the group's company distributing mainly vehicles throughout Liberia and elsewhere in West Africa.

The company is called Swiss African Trading Corporation, and its president Steve Carroll would prefer candidates who have run a similar kind of operation, especially if it traded in British Leyland vehicles.

Experience in tropical climates would be a help. Age 35 or upwards.

Salary will be about U.S.\$24,000, of which tax will take only about 20 per cent. Perks include housing, transport for family, and so on. In the first instance the contract will be for a year, including a month's home leave. "But we hope whoever comes will stay for years," says Mr. Edis.

He would prefer first contact to be by telephone to 021-454 3691. His postal address is 3691. His postal address is

Age group 33-37	All in sample			Professionally qualified only		
	Lower quartile 1976-7	Median 1976-7	Upper quartile 1976-7	Lower quartile 1976-7	Median 1976-7	Upper quartile 1976-7
General managers	£ 5,200 (5,000)	£ 6,575 (6,000)	£ 8,137 (8,000)	£ 5,937 (5,000)	£ 7,750 (6,500)	£ 9,825 (8,850)
Administration managers	£ 5,550 (3,600)	£ 4,800 (4,500)	£ 5,600 (4,750)	£ 4,712 (4,000)	£ 5,675 (5,450)	£ 6,950 (6,900)
Company secretaries	£ 4,750 (3,600)	£ 5,500 (5,200)	£ 6,800 (6,550)	£ 4,725 (4,000)	£ 6,000 (5,000)	£ 7,062 (6,250)
Accountants	£ 4,000 (3,600)	£ 5,000 (4,500)	£ 6,500 (5,600)	£ 4,400 (4,250)	£ 5,025 (5,000)	£ 6,075 (6,500)
Cost accountants	£ 4,025 (3,550)	£ 5,000 (4,500)	£ 5,850 (5,500)	£ 4,400 (4,250)	£ 5,025 (5,000)	£ 6,075 (6,500)
Computer managers	£ 5,200 (4,550)	£ 6,800 (5,250)	£ 7,700 (7,000)	£ 7,225 (7,000)	£ 7,800 (6,250)	£ 7,950 (6,200)
Systems analysts	£ 4,500 (4,000)	£ 5,800 (4,750)	£ 6,000 (5,500)	£ 5,000 —	£ 5,600 —	£ 6,500 —
Computer programmers	£ 3,862 (3,000)	£ 3,925 (4,250)	£ 4,600 (5,000)	—	—	—
Q&M/work-study officers	£ 4,000 (3,500)	£ 4,450 (4,050)	£ 5,225 (4,700)	£ 4,050 (4,250)	£ 4,500 (4,700)	£ 5,600 (5,200)
Personnel executives	£ 4,362 (3,800)	£ 5,000 (4,500)	£ 5,700 (5,200)	£ 5,200 (4,200)	£ 5,700 (5,000)	£ 7,500 (5,950)
Training executives	£ 3,600 (3,600)	£ 4,000 (4,050)	£ 4,700 (5,000)	—	—	—
P.R. executives	£ 3,350 (3,300)	£ 4,500 (3,000)	£ 5,187 (5,000)	—	—	—
Marketing managers	£ 5,000 (4,250)	£ 6,000 (5,150)	£ 7,000 (6,300)	£ 5,187 (5,000)	£ 6,500 (5,800)	£ 7,312 (6,900)
Sales managers	£ 4,625 (4,000)	£ 5,500 (4,700)	£ 6,675 (5,500)	—	—	—
Sales office managers	£ 3,312 (3,250)	£ 4,000 (3,600)	£ 4,500 (4,000)	—	—	—
Sales representatives	£ 3,100 (3,000)	£ 3,850 (3,500)	£ 4,825 (4,100)	—	—	—
Technical sales representatives	£ 3,600 (3,100)	£ 4,200 (3,750)	£ 5,000 (4,200)	—	—	—
Retail management	£ 3,537 (3,300)	£ 4,250 (4,000)	£ 5,000 (4,500)	—	—	—
Production managers—engineering	£ 4,412 (3,800)	£ 5,000 (4,250)	£ 5,537 (4,900)	£ 5,112 (4,100)	£ 5,450 (4,850)	£ 5,887 (5,600)
Production managers—non-engineering	£ 4,200 (3,800)	£ 4,850 (4,500)	£ 5,800 (5,000)	£ 4,725 (4,050)	£ 5,250 (4,700)	£ 6,100 (5,600)
Production engineers	£ 3,850 (3,700)	£ 4,250 (4,000)	£ 5,200 (4,700)	£ 3,900 (3,800)	£ 4,400 (4,500)	£ 5,275 (5,200)
Mechanical engineers	£ 4,225 (3,700)	£ 4,500 (4,300)	£ 5,200 (4,950)	£ 4,400 (4,000)	£ 4,800 (4,600)	£ 5,200 (5,200)
Electrical engineers	£ 4,37 (3,800)	£ 4,775 (4,500)	£ 5,750 (5,150)	£ 4,500 (4,300)	£ 4,925 (4,750)	£ 5,837 (5,300)
Chemical engineers	£ 4,725 (4,000)	£ 6,000 (4,450)	£ 6,350 (5,900)	—	—	—
Quality control engineers	£ 4,000 (3,350)	£ 4,500 (3,900)	£ 5,080 (4,650)	£ 4,377 (3,500)	£ 5,175 (4,700)	£ 6,100 (5,200)
Draughtsmen	£ 3,500 (3,250)	£ 4,025 (3,650)	£ 4,300 (4,000)	£ 3,600 (3,500)	£ 4,150 (3,950)	£ 4,500 (4,500)
Civil engineers	£ 4,000 (3,900)	£ 4,925 (4,500)	£ 5,500 (5,300)	£ 4,725 (4,300)	£ 5,250 (5,100)	£ 5,962 (5,250)
Engineering technicians	£ 3,687 (3,300)	£ 4,250 (3,950)	£ 4,950 (4,500)	£ 3,975 (3,500)	£ 4,500 (4,000)	£ 4,912 (4,700)
Quantity surveyors	£ 4,575 (3,600)	£ 5,000 (4,500)	£ 5,600 (4,900)	—	—	—
Chemists	£ 3,950 (3,300)	£ 4,500 (3,700)	£ 5,000 (4,500)	£ 4,175 (3,600)	£ 5,000 (4,000)	£ 6,000 (4,600)
Metallurgists	£ 4,475 (3,200)	£ 5,050 (4,000)	£ 5,500 (4,500)	£ 4,750 —	£ 5,400 —	£ 5,75 —
Physicists	£ 5,000 (3,900)	£ 5,000 (4,650)	£ 5,700 (5,500)	—	—	—
Distribution executives	£ 4,000 (3,350)	£ 4,600 (4,000)	£ 5,350 (4,800)	—	—	—
Purchasing executives	£ 3,612 (3,350)	£ 4,000 (3,750)	£ 4,275 (4,500)	£ 3,737 (4,000)	£ 4,325 (4,500)	£ 4,800 (4,850)

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A qualified accountant with international banking experience to control the total accounting function of the division and a multi-national staff. The main

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Aged 30/35 with a sound background of experience in putting together syndicated loans, performance guarantees and all

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Aged 25 with the ability to operate a secondary market Eurobond trading operation and assist in the primary placement activities of the bank in the international Eurobond market. Experience in investment analysis and Eurobond new issue documentation would be a considerable advantage.

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Management Recruitment Consultants

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The Civil Service College provides a wide range of management and developmental training for civil servants at its centres in Sunningdale and London. Economics constitutes part of the syllabus for Administration Trainees; other courses in the subject range from introductory to advanced levels, and include specialist "refresher" seminars for the Government Economic Service. Financial management and accounting are taught mainly to non-specialists but shorter courses are provided for senior civil servants and professional accountants; they also feature in economics courses.

The planning and development of courses needs to be directed mainly towards the communication of basic ideas to non-specialists, and the demonstration of the application to government. Lecturers will be expected to use diverse teaching methods suitable to a variety of material and audiences. They will be encouraged to pursue research.

For further details and an application form (to be returned by 12 April 1978) write to Civil Service Commission, Alencon Link, Basildon, Herts, RG21 1JB, or telephone Basildon (0256) 68551 (answering service operates outside office hours). Please quote ref: G/9757/3.

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A competitive salary will be paid together with the normal fringe benefits associated with a leading Life Office.

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Mr. M. R. Collett, Personnel Manager,
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Canada Life House,
High Street,
Potters Bar,
Herts. EN6 5BA.

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We seek a Taxation Manager who will be responsible for advising the company on the tax implications of existing and proposed policies and activities. This will cover both U.K. and international, corporate and personal tax matters. The Taxation Manager will be expected to contribute to tax planning and evaluating the effects of future legislation and will also manage a department handling the company's tax computations and other routine work.

The successful candidate will have sound knowledge and experience in domestic and international tax matters and the ability to apply them to commercial situations. He or she will also have the personal qualities required to work successfully with a highly professional and energetic management team operating in a challenging and competitive business and to represent the company externally.

We offer attractive starting salary, salary prospects and fringe benefits. Relocation expenses will be paid and the company operates a house purchase assistance scheme.

Applicants should write with details of age, qualifications and experience to:

The Director of Corporate Affairs,
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The selected candidate (M/F) will be aged between 25-30 and must have had some formal training, possibly with a North American institution in this field, plus 2 years experience. In addition, a formal banking or accounting qualification would be an advantage.

The job will involve the credit analysis of banks and commercial companies and the assessment of new loan proposals. There will be scope in the future for the person selected to develop the loan portfolio and deal directly with clients.

In addition to an attractive salary, there is a comprehensive package of benefits. If you are interested please send a c.v. explaining how you meet the requirements stated above or phone for an application form to:-



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Richard Ellis

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2. Period of employment is 36 months for the Maintenance Engineer, and 18 months for the Sawmill Specialist. The successful candidate should be able to join the appointment by June 1978.
3. Detailed information of Terms of Reference and Conditions of Employment may be obtained on request from the Managing Director, Timber Corporation, P.O. Box 206, Ahlone, Rangoon, Burma, or from the Burmese Embassies and Consulates.
4. Applications containing qualifications of candidates and indication of range of remuneration, benefits and income tax status should reach the Managing Director, Timber Corporation, Rangoon, Burma not later than March 31, 1978.
5. Applicants should also send biodata simultaneously to the Asian Development Bank (CSP), P.O. Box 789, Manila, Philippines.

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London WC1

£68000

The Accountant will spend a substantial part of the time managing the transition from a partly mechanised sales accounting function to a totally computerised system, involving supervision of the relevant accounting staff. A large number of ad hoc projects will include profitability and feasibility studies and the improvement of management reporting.

A national publishing organisation, our client has a turnover in excess of £50 million. Very much profit orientated, it can offer good industrial relations experience and excellent promotion opportunities. Applicants, male or female, should be qualified accountants aged 25-30. Please telephone or write to Stephen Blaney B.Com, AGA quoting reference 1/16/2.

EMA Management Personnel Ltd.
Burne House, 88/89 High Holborn, London, WC1V 6LR
Telephone: 01-242 7773

DP Audit Specialist

Australia

A\$20,000+car

This is an additional appointment reflecting the growing use of in-house computers and complex D.P. systems for commercial accounting. The work will involve advising audit partners and managers on internal controls, the technology of auditing computer-based systems and consultation with the firm's clients on new installations and systems.

Candidates must have a strong and diverse background in accounting and auditing, coupled with experience in systems analysis and programming.

D Deloitte, Haskins & Sells, Management Consultants,
P.O. Box 207, 128 Queen Victoria Street, London EC4P 4JX.

SENIOR ESTIMATOR

CIVIL ENGINEERING

The Civil Engineering Division, Mowlem Group, are seeking an additional Senior Estimator to work at their Head Office, Brentford, Middlesex.

The successful candidate will be responsible for the preparation of analytical tenders for multi-million pound projects, usually in the U.K. but occasionally overseas.

Applicants, male or female, will have had extensive contractor site experience on heavy civil engineering work and at least five years' estimating experience.

He or she should be capable of leading a small team with imagination and enthusiasm and have the ability to identify engineering and commercial problems within a competitive environment.

The salary will be competitive and negotiable.

Supporting benefits include group pension/life assurance schemes, company car, and staff restaurant facilities.

Written applications with summary of qualifications and experience to:-

Personnel Officer
MOWLEM (CIVIL ENGINEERING)
LIMITED
Westgate House
Ealing Road
Brentford
Middlesex

Mowlem

EUROBONDS

We require an assistant with a broad knowledge of the Eurobond market who is fully conversant with switches, currency and exchange control requirements relating to this type of investment. The successful candidate should be between 25 years and 35 years of age and have had a minimum 2 years experience in the Eurobond market. The applicant should be used to meeting and talking to institutional clients about fixed interest investments. The ability to speak German and French would be an advantage.

Further details can be obtained from Mr. J. E. G. Lundqvist on 01-709 0565.

An attractive remuneration package will be offered to the successful applicant.

Applications with detailed C.V. should be sent, in confidence, to:-

H. E. Child, M.B.E.
Personnel Manager,
Scandinavian Bank Ltd.
36 Leadenhall Street,
LONDON EC3A 1BH.

CONTINENTAL TREASURY ASSISTANT

Continental (London) Limited, International Grain Traders seek an ambitious young person with some foreign exchange back-up experience to train in the Treasury Department. Knowledge of sterling market and book-keeping would be an advantage.

Commencing salary up to £3,500 and normal fringe benefits commensurate with an international organisation.

Contact:
Barbara Nicholson,
Continental (London) Limited,
P & O Building,
122-128 Leadenhall Street, London, E.C.3.
Telephone 01-283 4222

Controller - Banking

A fully-authorised merchant bank in London seeks a Controller. The post will be at top management level, advising the Chief Executive on resources allocation, supervising the production of financial and management accounts, and directing the bank's operations centre.

The successful applicant is likely to be a chartered accountant with bank accounting experience, particularly in foreign exchange, and the ability to organise and lead an operations team.

A starting salary of not less than £15,000 is envisaged; and satisfactory performance in this important position could lead to a Board appointment. Company car, non-contributory pension scheme, and normal fringe benefits.

It is unlikely that anyone younger than the mid-thirties will have the experience necessary for this position and its potential. Applications, with full c.v., should be sent to:-

Alun Button,
MOORE, STEPHENS & CO.,
St. Paul's House,
Warwick Lane,
London EC4P 4BN.

LOAN ADMINISTRATION CLERK

c. £4,500

We have a vacancy for a male or female Loan Administration Clerk, in their mid 20s, to join our small but expanding Loan Administration Department.

If you have previous loan experience, ideally gained with a Merchant or American bank, then we would like to hear from you now.

An attractive salary will be paid and there are excellent fringe benefits.

Please write to: Chris Taylor, Personnel Officer, Saudi International Bank, 99 Bishopsgate, London EC2M 3TB.

البنك السعودي العالمي المحدود
Saudi International Bank
AL-BANK AL-SAUDI AL-ALAMI LIMITED

Jonathan Wren - Banking Appointments

The personnel consultancy dealing exclusively with the banking profession



DEPUTY MANAGER LOAN ADMINISTRATION

Salary Negotiable
This senior vacancy occurs at the London Head Office of a well-known international bank. The person appointed will manage loan administration (approximately 20 staff) within the Advances Department; the position calls for thorough technical knowledge of the documentation and maintenance of all types of loan, coupled with several years managerial experience in this field of banking. It is expected that the successful candidate will be a qualified banker aged in his/her early thirties. The bank's fringe benefits are among the City's best, and the salary offered fully reflects the seniority of the appointment and the substantial degree of experience sought. Contact: Kenneth W. Anderson (Director)

BRANCH OFFICER

To meet the demands of increasing business, a small merchant bank in London wishes to engage an experienced joint stock banker. The ideal applicant will be aged about 28, with a number of years in a domestic banking environment, having worked his/her way through all aspects of branch banking to a current position of Grade IV Securities Clerk or a first or second appointment. The position offered is Assistant Manager in the Banking Division which, initially, is mainly administration but will lead to lending within the short-term. A generous salary is negotiable, presenting no obstacle to the engagement of the right person. Contact: Richard J. Meredith

FOREIGN EXCHANGE BROKERS

£ Negotiable
Two prominent firms of money brokers in the City each seek to recruit an experienced Foreign Exchange broker. In the first instance a person with a good knowledge of French is sought; and in the second case, the requirement is for a person with a knowledge of both French and German. Contact: Mike Pope

Financial Controller

for a highly successful major company in a process industry with international operations and a nine-figure turnover. The Financial Controller will be responsible to the Chief Executive for the financial and accounting functions of the company.

Candidates, aged 35 to 45, must be chartered accountants with experience of similar responsibilities working at general management level in a manufacturing company, preferably in a process industry, operating internationally and employing computerised systems. Salary negotiable to £15,000. Non-contributory pension.

Please send relevant details — in confidence — to P. Hook ref. B.26391.

MSL Management Consultants

Management Selection Limited
17 Stratton Street London W1X 6DB

FINANCIAL CONTROLLER

South - c. £9,000 (plus profit sharing)

Our clients KENTUCKY FRIED CHICKEN have a vacancy for a qualified accountant to control their financial planning, cash management, system control and development. This British subsidiary, which was established in the U.K. in 1965, has currently over 250 outlets in this country, but plans substantial profitable development over the next few years in an area which has considerable growth potential.

The successful candidate, probably in the mid 30's, will have a professional qualification and subsequently have had several years commercial experience. He or she will control the accountancy function with a staff of 20 who have been progressively upgraded. The small, very professional management team is young, and the environment is a stimulating one.

Location is in the Farnborough area in custom-built offices, currently approaching completion. Salary by negotiation will, in addition, include a significant profit-participatory element. The fringe benefits, pension, etc., are exemplary, and the appointment provides an exciting and progressive opportunity in direct relation to the ability, enterprise and enthusiasm of the incumbent.

For further details and application form telephone (or write briefly in complete confidence):

Eric Jameson or James Allen
PERSONNEL SELECTION

Personnel Selection Limited,
46 Drum Lane, Solihull, West Midlands B91 3BL Telephone: 021-705 7592 or 021-524 2251

Managing Director Designate

Industrial holding company

This is a rare opportunity to head up an increasingly profitable diversified group and to participate in its future success. The aim is to grow from the present £3 million turnover, both through the effective development of existing operations and by acquisition of new businesses. Since the person appointed will have immediate direct responsibility for all aspects of the accountancy function and even when confirmed in the Chief Executive role, will need to have a pronounced financial bias, a chartered accountancy qualification is essential. This should have been supplemented by previous involvement in controlling financial and management accounts in a manufacturing environment plus general management experience gained either in a small medium sized company or

in a division of a larger group. Candidates, of either sex, are expected to be aged between 35 and 45. Remuneration, which would include an incentive element is expected to be in five figures. A company car is provided together with re-location assistance to a North Cheshire base.

PA Personnel Services Ref: GM33 6348 FT.

The identity of candidates will not be revealed to our clients without prior permission given during a confidential discussion. Please send brief career details, quoting reference number to the address below, or write for an application form, and advise us if you have recently made any other applications.

PA Personnel Services

Hyde Park House, Knightsbridge, London SW1X 7LE Tel: 01-235 6060 Telex: 27874



Financial Director

c. £12,500 p.a. plus car

W. London

Our client, a paint manufacturer, distributes a large proportion of its products through over 200 wholly owned retail outlets. Backed by an international company it has recently made a substantial acquisition and turnover has increased to £15m per annum. To meet the demands of rapid expansion and future acquisitions the company requires a Finance Director. This exciting opportunity will interest qualified accountants aged around 35.

Applications quoting ref: 6219 to B. G. Luxton, Mervyn Hughes Group, 2/3 Cursitor Street, London EC4A 1NE. Tel: 01-404 5801.

Mervyn Hughes Group

Management Recruitment Consultants

NORTHERN COOPERATIVE SOCIETY LIMITED

Chief Executive Officer

The Northern Society wishes to appoint a Chief Executive Officer as a successor to the present incumbent who is leaving to take up a similar appointment within the Cooperative movement.

The Society's trading area includes the city of Aberdeen and 300 square miles within the Grampian Region.

Most of the Society's supermarkets and other stores have been modernised in recent years and a major project was completed with the opening in November 1977 of a superstore complex.

Budgeted turnover for the Society for the year to January 1979 is £32 million.

The Chief Executive Officer is responsible to the Board of Directors for the total management of the Society's operations and applicants must have had senior management experience and be able to point to the successful control of management personnel engaged in a wide range of departments, in retail development and in profit achievement.

Salary is negotiable and benefits include car, assistance with relocation expenses and pension scheme.

Applications in confidence to:—

The Chairman,
Northern Cooperative Society Limited,
Millbank House,
Berryden Road,
ABERDEEN AB9 2WE

Marked "CEO APPOINTMENT". Closing date for applications is 24th March 1978.

General Manager

£25,000 + car

Our client is a major international Company with an enviable record of growth and profitability. As part of a general programme to broaden the base of the business a new Division has recently been set up to manufacture a product which uniquely combines food and electronic/electromechanical equipment. This is now being sold both in the UK and in several continental countries. Sales turnover has trebled in the last twelve months and is forecast to treble again this year. New factories have just been completed to meet this growth plan and availability of funds will not be a limiting factor.

The Division now justifies its own General Manager and, unusually, the Company is considering the possibility of making an external appointment. We should therefore like to hear from managers, 35-40, with an engineering or other numerate/technical background, whose experience has

included the manufacturing and marketing of technical industrial products as we already have the necessary consumer product skills. Decision making is highly decentralised and the position will appeal to a go-getter, whose present company's standards or environment may currently constrain his/her capacity for achieving results.

Generous conditions of employment

will match the salary quoted. Location is Home Counties.

Ref: W4876/FT

Replies will be forwarded direct, unopened and in confidence to the client unless addressed to our Security Manager listing companies to which they may not be sent. They should include comprehensive career details not refer to previous correspondence with PA and quote the reference on the envelope.

PA Advertising

Hyde Park House, 60a Knightsbridge, London SW1X 7LE Tel: 01-235 6060 Telex: 27874



A member of PA International

Corporate Finance and Systems

London

c. £10,000+ Car

A significant and highly successful public group with activities in market research, publishing and computer services wishes to appoint a Chartered Accountant. The position is a new one and arises because of the expansion of the group both in the U.K. and overseas.

The successful applicant will act as assistant to the Group Finance Director and be responsible initially for:

- (i) Corporate planning including preparation and control of 5 year plans, optimum utilisation of cash resources, and tax planning.
- (ii) Liaison with the Group auditors to ensure the planning and implementation of common control systems throughout the group companies.

Candidates should be Chartered Accountants aged 28-32, preferably still in the profession, who now wish to move to a particularly challenging position in commerce. Career prospects are excellent. The remuneration package is negotiable and will reflect the importance of the appointment.

Candidates of either sex should apply in their own handwriting giving personal details and an outline career history, quoting reference: FT/78/F to:—



Turquand, Youngs & Layton-Bennett,
Management Consultants,
11 Doughty Street, London, WC1N 2PL

Director

An outstanding Company Director is required to represent Thomas Tilling Limited on the Boards of subsidiary companies.

This is an unusual opportunity to join the Central Executive of this leading Group of companies in a demanding and stimulating career appointment.

Only director level candidates, aged 35/45, with highly successful management and leadership records and possessing a good degree or professional qualification should apply.

Full written details in strict confidence to P.M. Meaney, Group Managing Director, Thomas Tilling Limited, Crewe House, Curzon Street, London W1Y 8AX.

NOLTON MONEY BROKERS LTD.

Experienced Local Authority Dealers

Salary commensurate with experience. Ring or write to: A. F. Allington, Nolton Money Brokers Ltd., 74-75, Watling Street, London EC4M 9BZ. Tel: 01-248 6691.

FIRST-CLASS OPPORTUNITIES

available to qualified, student and experienced accounting personnel. Contact Alec Moore on 01-628 7691.



Treasury Management

Central London c. £7,000

The Rank Organisation is a diverse international company with a turnover in excess of £440 million, with important interests in manufacturing, service and the entertainment industries.

Following the appointment of a Group Treasurer a year ago, the opportunity has arisen for an Assistant to join the central Group Treasury function, to assist the Group Treasurer in cash management, working capital control and foreign exchange management, including the optimum use of the existing cash resources and the forecasting of future requirements both in the U.K. and overseas.

The successful candidate will be expected to make an immediate contribution to the financial management of the Group. He will be able to advise and assist Group companies on cash management and foreign exchange, become involved in wider aspects of corporate financial management and demonstrate an ability to take on increased responsibilities in a relatively short time.

Preferably aged 24-28, the successful candidate must have a good relevant degree and/or professional qualification together with experience of the money markets, foreign exchange and banking, gained probably in the City or in the Treasury Department of an international company. Experience of the application of computer techniques to financial management would be an asset. The ability to work with and respond to the needs of top management is an essential qualification for the position.

Based in the executive offices in Central London, conditions of employment are competitive with those of other major industrial groups.

Please apply in writing giving full details of relevant qualifications and experience to:

Mrs. V. Apps,
Central Services Personnel Manager,
The Rank Organisation,
11 Hill Street, London W1.

THE RANK ORGANISATION

Stockbroking

A New Firm

Office Manager

This is a rare opportunity to be in at the beginning of a new Firm to be opened shortly outside London. The Partnership is small, highly experienced and it has exciting objectives.

Applications are invited for the above important appointment and the preferred age bracket is 30-40. Whilst this is always a key appointment it is particularly so here. Candidates, male or female, who have appropriate Stockbroking experience in London or the provinces will be of interest. They should be able to relate to a small team and bring lively dedication to the situation. Remuneration is negotiable and there will be assistance with relocation expenses if needed.

Please write, or telephone, in complete confidence to: J. Fidgen, Personnel Services Division of:

Spicer and Pegler & Co.,
Management Consultants,
3 Bevis Marks,
London EC3A 7HL.
Tel: 01-283 2683

Banking

Administrator

£8,000+

A small foreign merchant bank, with fast developing business covering bond issues, Eurobond dealing, investment management and some corporate finance, needs a young, experienced banker to take charge of the whole "back office" administration and accountancy, currently being computerised.

He/she must be professionally competent, capable of managing a staff of up to 10 people, and with the potential to grow with the bank.

Interested applicants should reply, in confidence, giving full career details and quoting Ref. No. 432/FT.

Charles Barker-Coulthard
30 Farringdon Street, London EC4A 4EA.
Telephone 01-236 0526

COMPANY SECRETARY

The Scottish Investment Trust Co. Ltd. is seeking someone to join the staff now, with a view to his/her succeeding the present Company Secretary when he retires next year.

Applicants should be professionally qualified, and ideally should have several years experience and a good knowledge of accounting, taxation and company law.

The Secretary is responsible for the normal statutory duties and liaison with the Company's Registers, as well as for the preparation of Reports to stockholders. The work is varied and interesting, calling for a certain versatility. Although the Company is among the largest of U.K. investment trusts, with assets of £108m., the staff is relatively small in number.

Remuneration will depend on qualifications and experience. The Company has a good contributory pension scheme.

Applications, which will be treated in confidence, should contain relevant details of career and salary progression, age, education and qualifications, and should be sent to:

The Manager,
The Scottish Investment Trust Company Ltd.,
6 Albany Place,
Edinburgh EH2 4NL.

Financial Director

c. £12,500 p.a. plus car

W. London

who enjoy a challenge and possess the flair required to re-organise two inadequate, incompatible systems. Experience of a fast moving consumer retail trade would be an advantage. The ability to devise, install and develop computerised financial, costing and management information systems is essential. Appointment to the Board within 18 months is envisaged. Benefits are the usual in a major company.

Applications quoting ref: 6219 to B. G. Luxton, Mervyn Hughes Group, 2/3 Cursitor Street, London EC4A 1NE. Tel: 01-404 5801.

Mervyn Hughes Group

Management Recruitment Consultants

EURO-DE

DEPUTY MANAGER—LOANS ADMINISTRATION

A leading International Bank seeks to appoint a well-qualified Banker to the above position. A broad Banking background is required, culminating in extensive exposure to all aspects of the administration of Eurocurrency loans, both corporate and syndicated. Responsibility for the supervision of 20 staff means that personal qualities of leadership and the ability to co-ordinate are of paramount importance. Age range 30-35. Please telephone Brian Durham

£8,000+Benefits

GENERAL MANAGER'S ASSISTANT

A well-known Overseas Bank requires an ambitious Banker with experience in the preparation of lending propositions, to fulfil a support role to the General Management. Specific areas of Credit include Eurocurrency corporate, syndicated and shipping loans, and the successful Candidate will also have an appreciation of Foreign Exchange and Documentary Credits procedures. Age range 28-35. Please telephone Brian Durham

£6,500+Benefits

CREDIT ANALYST

Active and expanding Consortium Bank needs Banker with minimum 2 years' experience of Corporate Analysis. Good standard of education essential, and A.I.B. preferred. Outstanding prospects. Age range 26-32. Please telephone Mark Stevens

£7,000 + Bonus

CREDIT ASSISTANT

Excellent opportunity for ambitious Banker with Loans Administration experience and some exposure to Analysis. to join thriving American Bank in City. Age range 23-27. Please telephone Mark Stevens

£5,250

INTERNAL AUDIT

European Bank requires Banker with minimum 4 years' general experience and at least 1 year's Audit, to join small team. Prospects for appointment to Officer status are good. Age range 25-28. Please telephone Rod Jordan

£5,500

LOANS ADMINISTRATION

Young and dynamic U.S. Bank seeks experienced person with minimum 2 years' Loan background. Personal qualities of drive and ambition are essential in competitive atmosphere. Age range 22-25. Please telephone Richard Cooper

£5,000

BANKING PERSONNEL
41/42 London Wall, London EC2. Telephone: 01-588 0781
Recruitment Consultants

Chief Economist

BANK OF AMERICA invites applications for this senior appointment as Head of a small team of economists at the City headquarters of the Bank's Europe, Middle East and Africa Division.

The Chief Economist's responsibilities include:

- Analysing and interpreting economic and political developments with special reference to their effect on the Bank's existing and potential business.
- Forecasting major economic variables, in particular foreign exchange and interest rates, emphasising likely impact for the Bank.
- Advising senior management on economic strategies and lending opportunities.
- Maintaining relations with the Bank's major clients and providing specialised economic intelligence and information.

Qualified candidates will have had at least five years management experience in a senior economist position supplemented by an advanced degree in Economics and an M.B.A. Fluency in at least one major European language in addition to English would be an advantage.

Remuneration will reflect the importance of this appointment, and other fringe benefits are in line with best banking practice.

Applications containing full career details, which will be treated in confidence, should be addressed to: Assistant Vice President—Recruitment.



BANK OF AMERICA NT & SA.

25 Cannon Street, London EC4P 4HN.

**MERCHANT BANK
SENIOR EXECUTIVE
PROJECT FINANCE**

We are a consortium bank headquartered in the City of London with an especially resourceful and homogeneous shareholder group. To support our growth we wish to develop our project financing capability and are seeking an individual with the following background:

7-10 years' experience with an engineering or construction company actively involved in major international project planning and execution.

Engineering background and familiarity with a broad range of projects.

Good contacts among leading international engineering and construction companies.

Direct contacts in countries/areas where major projects are being undertaken.

Preferably some foreign language ability.

This is a senior position which will be remunerated accordingly with good benefit package, including favourable house mortgage facilities.

Qualified individuals should send, in complete confidence, a hand written letter describing the reasons for applying, together with a Curriculum Vitae to:

George H. Hoffman,
Managing Director,
LONDON & CONTINENTAL BANKERS LTD.,
2, Throgmorton Avenue, London, EC2N 2AP.

**Texas
Commerce
Bank**

Texas Commerce Bank is seeking two candidates of exceptional capabilities to join their rapidly expanding Middle East Section.

One candidate will be based in the representative office in Bahrain and be responsible for business development in a specified group of countries in the Middle East. Heavy travelling is required and the candidate should have a minimum of 2 years calling experience in the area. Ability to speak Arabic and/or French would be a definite advantage.

The second position is based in Texas Commerce Bank's head office in Houston. The candidate will likely have a strong credit background as well as business development experience. Responsibilities will include preparation of credit presentations and account management for Middle East clients operating in Houston and Southwest U.S. clients operating in the Middle East. Limited travel required. Fluency in Arabic and/or French an advantage.

Excellent salary and benefits commensurate with experience.

Please submit resume with salary history in confidence to:

Personnel Director
Texas Commerce Bank NA
44 Moorgate
London, EC2R 5AY
An Affirmative Action Employer M/F/H

EURO-DEPOSIT DEALER

is required by established American Bank to join team of Traders in London.

Applicants should ideally be aged 23-27 with minimum two years' experience in deposit market.

Salary and usual fringe benefits commensurate with position.

Interested people should write with details of experience to:

D. J. Riordan,
UNITED CALIFORNIA BANK,
California House,
36/39 Essex Street,
London, WC1R 3AS.

**Thomas Cook
Project Manager**
Not less than £6,500

Thomas Cook Bankers Limited, the Company with the world's largest travel organisation with a rapidly expanding share of worldwide travel-related banking services, require a Project Manager to undertake development projects in the banking field.

The man or woman selected will be responsible for investigation of all technical, legal and commercial aspects of each new project to ensure successful implementation.

Preferred candidates will have a general banking background including experience of international money transfer and foreign exchange, preferably in the systems sphere; O & M experience useful.

Salary not less than £6,500 per annum, and other major Company fringe benefits. The position is based at Thomas Cook Administration Headquarters at Peterborough.

Please apply giving details of your career and present salary to:

Personnel Manager, Banking,
Thomas Cook Group Limited,
P.O. Box 36,
Thorpe Wood,
Peterborough PE3 6SB.

Jonathan Wren - Banking Appointments

The personal consultancy dealing exclusively with the banking profession

**SENIOR ACCOUNTANT
TO £6,000**

Our client, a leading international investment bank with a substantial operation in London, wishes to make an appointment within its Administration and Accounting Department. The requirement is for a person aged 25-35, who has gained experience of accounting and the settlement of Eurobonds in a merchant bank or similar environment. The successful candidate will be involved in varied duties covering most aspects of the administration of an investment banking operation.

We have arranged to forward applications directly to our client. Please, therefore, include with your application a covering letter naming any companies you do not wish us to approach.

Please write to, or telephone:

KENNETH W. ANDERSON (Director)

150 Bishopsgate, London EC2M 4LX, 01-623 1266 7-8-9

**DEVELOPMENT OFFICER
DEVELOPMENT MANAGER
REQUIRED FOR A BANK**

For a new Bank in London, we are looking for persons having banking background with special emphasis on deposit mobilisation and business development.

Write Box A.6298, Financial Times,

10, Cannon Street, EC4P 4BY

CJA**RECRUITMENT CONSULTANTS**

35 New Broad Street, London EC2M 1NH

Tel: 01-588 3588 or 01-588 3576

Telex No. 887374

A challenging appointment. A high level of autonomy will be vested in the successful applicant—Prospects of further increased earnings and to accrue capital.

HOTEL COMPANY GENERAL MANAGER

£25,000-£30,000+ (TAX FREE)

THE GULF

WELL ESTABLISHED EXPANDING HIGHLY SUCCESSFUL HOTEL COMPANY—T/O CIRCA £10 MILLION

We invite applications from Hoteliers, aged 35-45, with not less than 8 years' successful hotel management experience, at least 2 of which must have been in running a successful first-class or luxury hotel, preferably overseas. The successful candidate will be responsible to the Chairman for the effective overall control of the Company's Hotel and allied operations encompassing the further improvement of services and will undertake total responsibility for the scheduling of equipment for additional accommodation involving decor, liaison with Architects, Project Managers, etc. to ensure a luxury hotel operation. The ability to plan and utilise the resources necessary to establish this hotel as the lead hotel in the luxury class in this attractive part of the Gulf is important. Initial salary negotiable, £25,000-£30,000—tax free, (although there is no bar to a higher salary for the right person) + house, + car, generous leave, free annual leave air passages, pension, children allowances, and air passages. Applications in strict confidence under reference HGM3838/FT, to the Managing Director:

CAMPBELL-JOHNSON ASSOCIATES (MANAGEMENT RECRUITMENT CONSULTANTS) LIMITED,
35 NEW BROAD STREET, LONDON EC2M 1NH - TELEPHONE: 01-588 3588 or 01-588 3576 - TELEX: 887374

CJRA**INTERNATIONAL MERCHANT BANKER**

£15,000 - £20,000

CITY

A solidly backed international bank with expanding and profitable operations is seeking an experienced banker to join its highly motivated and effective team. The successful candidate will have had several years of solid Eurobanking experience, including substantial work and travel in Latin America and/or Europe. He/she will have established contact in the financial communities of these areas so as to bring instant momentum to this position. He/she will be responsible for the origination, negotiation and completion of syndicated loans and underwritings including all organisational and administrative considerations. A very attractive base salary coupled with potential for a performance-related bonus and excellent fringe benefits make this a particularly attractive situation. Applications in strict confidence under reference IMB10095/FT will be forwarded unopened to our client, unless you list companies to which they should not be sent in a covering letter marked for the attention of the Security Manager:

CAMPBELL-JOHNSON RECRUITMENT ADVERTISING LIMITED, 35, NEW BROAD STREET, LONDON EC2M 1NH

**Financial Controller/
Administration Manager**

SATEC Ltd, a wholly-owned subsidiary of Air Products Limited, is engaged in the design and supply of effluent and waste water treatment plant and equipment. The Company has achieved an impressive record of growth and profitability, and export sales account for a high percentage of the current turnover. The Company's offices are located at Crewe.

Heading up a team of experienced accounting and administrative personnel, you will be responsible to the Managing Director for all aspects of financial management, and also for the administration of the Company's offices and associated services. In addition to the normal Controller's responsibilities specific tasks will include the financial management of export contracts and the provision of timely and accurate reports in both sterling and dollars. As a member of the executive team you will

also be expected to contribute to the overall management of the Company.

Aged 28 or over, you must be a qualified accountant (male or female) with experience of financial control/management in an engineering environment. Familiarity with multi-national company operations and computerised accounting systems would be advantageous.

The salary for this position will be first-class and a car will be provided. Financial help with relocation to the Cheshire area will be provided if necessary.

If you wish to be considered for this position please write for an application form to:

Peter Scarborough, Personnel Officer,
Air Products Limited, Coombe House,
St. George's Square, New Malden,
Surrey, or telephone 01-942 2424
Ext. 543.

**Young Accountant
£7,000-£8,000**

Mars Confectionery Division is a successful company in a highly competitive industry. Recent promotion has created an opportunity for a young, qualified accountant with some post-qualification experience.

Your responsibilities will include:

- supervision and involvement with the preparation and interpretation of period and annual accounts and with the consolidation returns of the Confectionery Division of Mars Limited.
- close involvement with accounting for terminal raw material market operations.
- liaison with the financial planning department in order to assist with the preparation of monthly forecasts.
- the management and systems development of one of the two financial accounting departments.

Future opportunities will be available to broaden your experience within the finance function, and possibly other areas of the company. Career development can be rapid and some of our accountants who are aged around 30, are currently earning over £11,000 p.a.

Candidates, men or women, should be qualified accountants, probably with a degree, who are aged around 25 with professional or industrial experience.

You will be located at Slough convenient for both London and the pleasant residential areas of the Thames Valley. Assistance with house purchase and removal expenses will be provided where necessary. A non-contributory benefits scheme provides sick pay, life assurance, pension and four weeks annual holiday.

Please apply in writing giving brief details of age, qualifications and experience to: Chris Morgan, Personnel Department, Mars Ltd, Dundee Road, Slough, Berks, SL1 4BS.

**PARTNER - INSURANCE BROKER - WEST END**

Aged 28-32

Our client, a three-man operation, is looking for a fourth member to join their Board.

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Chloride Group Ltd. is the world's largest producer of rechargeable batteries with operations in more than 30 countries. In recent years the Group has extended its interests into complementary activities including standby power, fire-alarm systems and security lighting.

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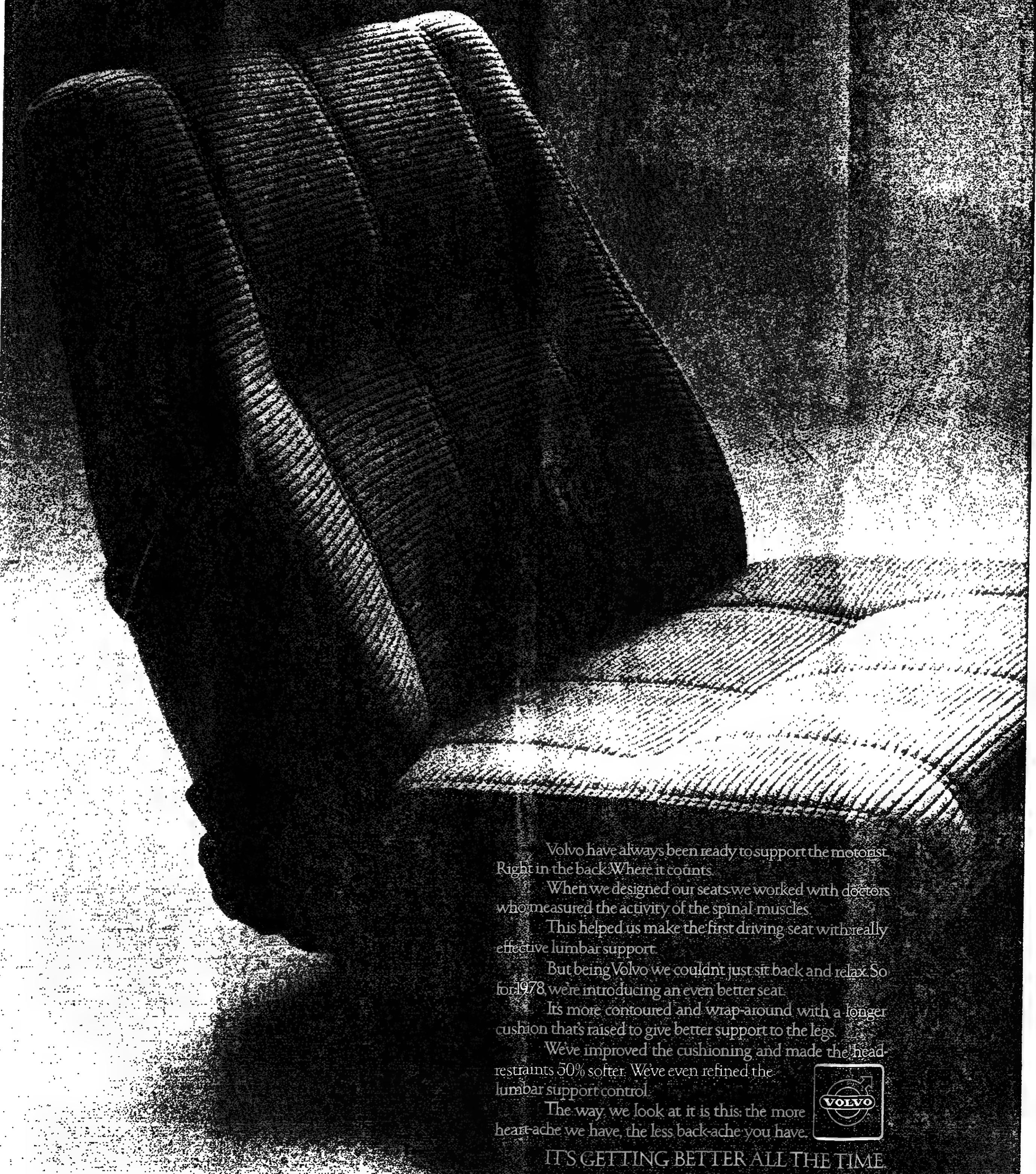
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DATA AS AT 20/2/78

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The way we look at it is this: the more
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IT'S GETTING BETTER ALL THE TIME

Call for continued prudence to cut rate of inflation

SOME fiscal stimulus may be required in the U.K. to keep the growth of the economy in the 3 to 4 per cent. range, says a report published to-day. But continued prudence in demand management is needed if further progress is to be made in reducing the rate of inflation. The survey by the Organisation for Economic Co-operation and Development also effectively calls for a continued incomes policy, for flexibility in the setting and implementation of monetary targets and for policies which help to ease the upward pressure on the exchange rate.

The organisation presents its view in the context of cautiously optimistic forecasts about the U.K. economy over the next year, with a distinct recovery in domestic demand, but continuing high unemployment and a deterioration in the foreign balance during this year.

The broad economic strategy will best be based on the understanding that domestic and external requirements, judged both in the short- and medium-term contexts, call for a controlled expansion, which only seeks to absorb economic slack gradually.

"This may require some fiscal stimulus to prevent the slowdown in demand at present forecast for the second half of 1978 and to keep the growth of real Gross Domestic Product in the 3 to 4 per cent. range.

"But it will also call for further progress in reducing inflation and in reducing the rate of increase of domestic costs so as to maintain competitiveness and ensure both a continued healthy balance of payments and sustained growth."

The survey notes earlier OECD comments about the risk that an appreciation would discourage investment, further diminish the competitiveness of British goods and ultimately contribute to the slow process of de-industrialisation in the economy as a whole.

"These conclusions remain valid, and in view of recent rate changes, rather than pressing in both the short- and medium-term contexts."

The survey suggests that although the external position is still vulnerable and the maintenance of a current account surplus is desirable, there is a question over whether a fiscal stimulus to prevent the slowdown in demand at present forecast for the second half of 1978 and to keep the growth of real Gross Domestic Product in the 3 to 4 per cent. range.

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Tax reduction could be beneficial in achieving desirable increases in real incomes without adding correspondingly to wage costs and thus to price inflation

The organisation argues that to reduce the rate of inflation to more acceptable levels, the most promising approach may be one which, over the last few years, aimed at achieving a large measure of consensus on permissible wage and price increases. Tax reduction could be beneficial in achieving desirable increases in real incomes without adding correspondingly to wage costs and thus to price inflation.

"At the same time, the scope for a fiscal stimulus is dependent on moderation of pay settlements

down inflation, but it is clearly a matter of some concern in respect of its effects on competitiveness and on the resumption of self-sustained growth."

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THE BULLETIN URGES CAUTION OVER REFLATION BECAUSE OF BALANCE OF PAYMENTS

Limited scope for tax cuts as a stimulus

THE IMMEDIATE scope for tax savings, which will probably be fairly temporary, over the longer-term the present historically high rate of saving will probably fall if consumers are encouraged by a continuing decline in the rate of inflation.

The year-on-year increase in retail prices should continue to fall for some time. By the summer, the increase—fractionally below 10 per cent. in December—is likely to be consistent with a continuing large balance of payments surplus this year from \$3.6bn. certainty over forecasting, but

there is a question over whether a fiscal stimulus to prevent the slowdown in demand at present forecast for the second half of 1978 and to keep the growth of real Gross Domestic Product in the 3 to 4 per cent. range.

The bank argues that the need for caution over a fiscal stimulus arises less from domestic considerations than from the international context. Failure to provide for a surplus on current account could risk unsettling external confidence.

Confidence

It suggests that after four years of stagnation and rising unemployment, it is clearly desirable that there should now be a phase of expansion, at a pace that can be sustained. At present, renewed expansion at a moderate pace should not give rise to inflationary pressures.

This indicates a "highly unclear" outlook for expansion in 1978. The Bank's forecasts suggest that one possibility is that expansion will prove to be significantly more rapid than this year, which would be an argument against giving a large fiscal stimulus to the economy at this stage.

The current balance is likely to strengthen, mainly because of North Sea oil and there may be a surplus, as compared with a zero balance last year.

There are reasons for doubt whether there would necessarily be a further improvement next year, in spite of a rise in the North Sea contribution.

The non-oil component is likely to be worse this year than last in terms of real resources, though not in value terms. Imports are likely to rise more rapidly in volume than exports and the same is likely to be true in 1979.

This year, the underlying trend will probably be masked not only by the effect of North Sea oil, but—ever more important—by a large improvement in the terms of trade.

This can hardly be repeated and there may well be a partial reversal next year. In spite of North Sea oil, the balance on current account is unlikely to be as large as this year.

The bulletin repeats the call for a continuing current account surplus since, although debt may be rescheduled in part, there will be maturing debt obligations and continuing structural capital outflows.

The assessment concludes with the comment that the rest of the world will be continuing to expand relatively sluggishly.

In these circumstances, it will be difficult for this country to move far out of line; the balance of payments considerations just indicated make it necessary for re-expansion to proceed cautiously.

Uncertainties

The rise in demand will not be fully reflected in the higher domestic output because imports are likely to rise considerably faster than last year.

The bulletin draws attention to the uncertainties, notably over pay, though it suggests that after allowing for the changing composition of the labour force, productivity schemes, job mobility and other wage drift, earnings seem likely to rise by 13 per cent. or more during the present wage round.

The first impact of higher real incomes has been a rise in

Overseas inflows still affecting money supply

THE U.K. money supply has continued to be affected by inflows from abroad in recent months, though on a much smaller scale than in the period before the pound was allowed to rise upwards at the end of October.

The Bank says that the growth of sterling money stock on the wider definition (M3) has continued to run at rates above the official target range for the current year of 0-3 per cent.

The decision to allow the pound to rise reduced the contribution of external finance to sterling M3 between November and January by about half, compared with the previous three months.

The latest three-month figure includes the effects of the heavy foreign exchange intervention in the second half of October.

Some external inflows have continued. Elaborating on the explanation of their effect set out in the December Bulletin, the Banks says that "external inflows are likely to rise more rapidly in volume than exports and the same is likely to be true in 1979.

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Bank of England Quarterly Bulletin, Volume 18, No. 1, March, 1978. Economic Intelligence Department, Bank of England, London EC2R 8AH.

THE WORLD economy is expected to continue to expand at a relatively sluggish rate, says the Bulletin. And prospects that it will grow faster this year than last are not good.

The Bank is doubtful whether growth in the OECD will be much faster than the 3.5 per cent. achieved last year. If there is slightly faster growth in the open economies of Europe, world trade may grow faster this year than the depressed rate of about 5 per cent.

Fiscal policy in the U.S. is not expected to be particularly stimulating overall, in spite of the package of tax cuts proposed by the Administration, worth \$24.5bn. and its growth target of 4.5 per cent.

A large part of the tax cuts will simply go to offset higher social security contributions and fiscal drag, says the Bulletin.

In spite of last year's fall in interest rates, there has been

suggests that the recession and the favourable price background should moderate settlements with a rise in average earnings close to 15 per cent. in the private sector and about 14 per cent in the economy as a whole.

The decline in import prices should moderate settlements with a rise in average earnings close to 8 per cent. below the 1970 peak.

Investment in distribution and services should also continue to recover, though at a much lower rate.

The decline in import prices after the rundown in stocks in the second half of 1977, stocks are forecast to rise moderately in the course of this year. All the main domestic demand components are forecast to be

relatively buoyant this year, with a slowdown in the annual rate from a little over 5 to just over 3 per cent. between the two halves of this year.

The survey notes the deterioration in the U.K.'s price competition

cause commodity prices are not likely to rise much this may largely offset the deterioration of the real foreign balance and lead to a current account surplus of about \$240m.

Gross Domestic Product is expected to rise by 2.5 per cent. this year, but with the annual rate of growth decelerating to a little over 2 per cent. in the second half of the year.

All these projections are on the basis of unchanged policies, thus taking no account of any budget boost.

The rise in consumer prices may continue to decelerate in the first half, but some pickup is likely in the second half because of the acceleration in the growth of average earnings.

Private consumption, which recovered somewhat in the latter part of last year, may continue to do so in the first half of this year, at an annual rate of 3.5 per cent.

The survey suggests that a relatively large part of the December tax rebates was probably saved. The volume of household saving was therefore probably relatively high at the start of this year and some rundown may take place early in the year.

In the second half of this year, the acceleration in the rise in consumer prices is expected considerably to reduce the growth in real average earnings. Assuming no significant further fall in the savings ratio—which, above its longer term trend, the economy should decelerate during this year to a rate somewhat below the growth of imports. However, this still compares favourably with the longer-term trend of an annual loss of market share of some 4 to 5 per cent.

Reflecting the recovery in domestic demand, as well as the acceleration in the rise in consumer prices expected considerably to reduce the growth in real average earnings. Assuming no significant further fall in the savings ratio—which, above its longer term trend, the economy should decelerate during this year to a rate somewhat below the growth of imports. However, this still compares favourably with the longer-term trend of an annual loss of market share of some 4 to 5 per cent.

All major private investment components are expected to increase at a relatively rapid pace. The forecast assumes that, given the large margin of unutilised capacity, manufacturing investment will increase around 12 per cent. much less than the 17 per cent. suggested in the first half of last summer, with the bulk, as in the previous year, taking the form of replacement investment.

On inflation, the Secretariat recognises the considerable uncertainty over forecasting, but despite relatively large improvements in the terms of trade at slightly over the current rate, at some 8 to 8.5 per cent.

DEMAND AND OUTPUT			
Percentage Volume Change from previous year (December estimates in brackets)			
1977	1978	1977	1978
Private Consumption	-1	+1	+2
Government Consumption	+1	+1	+1
Fixed Investment	+2	+2	+2
Public Sector	-20	(-17)	-14
Private Sector	+2	+8	+14
Final Domestic Demand	-2	+3	+23
Change in stockbuilding	+2	+3	+1
Compromise adjustment*	+1	+1	+1
Total Domestic Demand	+1	+2	+1
Exports	+6	+10	+6
Imports	+4	+6	+5
Change in Foreign balance*	+1	+1	+1
Gross Domestic Product at market prices	-	-	-
Real disposable income	-2	+1	+3

* As percentage of Gross Domestic Product in the previous period.

Source: Organisation for Economic Co-operation and Development.

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All these projections are on the basis of unchanged policies, thus taking no account of any budget boost.

The labour force is expected to rise quite rapidly because of population effects, but this could be partly offset by a slower growth of female participation rates.

These have been on a strong upward trend in the last 25 years but are likely to have been adversely affected by the high level of unemployment.

Consequently, the OECD Secretariat assumes a rate of growth of the labour force of about 3 per cent. during this year, slightly below the rate experienced in the last few years.

Because of difficulties in estimating productivity growth since the early 1970s and because of the various employment schemes—estimated to have kept 205,000 people off the unemployment register in mid-1977—this year's growth of exports (excluding oil) is expected to decelerate during this year to a rate somewhat below the above its longer term trend.

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PARLIAMENT AND POLITICS

MPs applaud Booth deal over jobs

BY IVOR OWEN, PARLIAMENTARY STAFF

WHILE BRITAIN will have to from Brussels, inform the EEC Commission on a quarterly basis about the take that this had been "the object up of the modified Temporary of the exercise." He told Mr. John Employment Subsidy, the Gov. Evans (Lab., Newton) was not subject to individual applications. Mr. to veto by the EEC Council of Albert Booth, Employment Secretary, assured the Commons yesterday.

Complaints from anti-Marketeteers about EEC "interference" with the Government's position. Mr. Booth replied that a original subsidy—mainly from the Labour benches—were absolutely essential to secure a coupled with congratulations to reduction in the level of unemployment. The Minister on the success he had achieved in the negotiations with the Government.

Mr. Douglas Jay (Lab., Battersea N.) summed up the feelings without special Government measures, the number of people out of work would be approaching 2m. The Government was a result of the £300m. programme now supporting up to 400,000 new and expanded job people.

measures introduced by the Government. Britain would be in the textile, cloth and footwear industries were hardly any worse off than if structural, and could not be there had been no interference solved with temporary measures.

Liberals set to oppose dock work order

BY RUPERT CORNWELL, LOBBY STAFF

THE LIBERALS are causing and are now objecting to detailed arrangements for the Government by threatening to vote against a Parliamentary Order that would implement the provisions of the Dock Work Regulation Bill of 1976.

The measure produced a Commons battle at the time, and was only carried after a Labour back-bench rebellion which forced the dockers' exclusive "corridors" around ports to be reduced from five miles to only half-a-mile.

This stand mirrors the one the Liberals have taken—so far unsuccessfully, it would seem—to stop implementation of the Government's planned Electricity Bill. One of their objections is to the unfashionable increase in the Energy Secretary's powers.

The Liberals opposed the Bill. Both reflect the Liberal's con-

"It is to the small firms of this country that we have to look for future employment prospects in the next few years."

The schemes announced by Mr. Booth should have been extended to all areas. Small firms would be helped more than anything else by a change in the Employment Protection Act. "The help you are giving is rather like putting your foot on the accelerator for which keeping another foot on the brake at the same time," he declared.

Replying to Mr. Prior's point about the Employment Protection Act, Mr. Booth said: "I have never seen a solution to the country's unemployment problem in creating second-class workers in small firms."

The reason for extending the schemes only in development areas and partnership areas was that unemployment was higher in those places. "We still think there is a role for a measure which recognises regional difference in unemployment."

Lord Campbell of Crox (C) told the Commons yesterday.

Mr. James Prier, shadow Employment Secretary, said that without special Government measures, the number of people

out of work would be approaching 2m. The Government was a result of the £300m. programme now supporting up to 400,000 new and expanded job people.

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cern to give proof of its independence from, and influence upon, the Labour Government, in preparation for disengaging from the past and fighting a general election.

Should the Government find it impossible to get unanimity for the 80-clause electricity measure, it will be virtually obliged to come up with an abridged version dealing only with compensation for the Drax B power station and various nuclear safeguards.

Meanwhile, the Liberals are still insisting on a visible shift from direct to indirect taxation, as the price for their support of the Chancellor's Budget proposals, which will be incorporated in this summer's Finance Bill.

THE LIBERALS are now objecting to the new pay clauses in Government contracts. Mr. Joel Barnett, Chief Secretary to the Treasury, said that since July, 1975, it had been the Government's declared policy, approved by Parliament, to take into account the granting of public purchasing contracts and also in the granting of Government financial assistance to industry.

The clauses introduced into new contracts, with effect from February 8, subsequently approved by the Commons, are designed to maintain that policy and to ensure that it is not eroded in circumstances where excessive settlements are reached after contracts have been awarded.

In the light of representations made by the CBI and others, the Government has authorised certain amendments to these clauses with a view to clarifying and simplifying their operation, without detriment to this underlying purpose. The Government is prepared to incorporate these amendments into contracts let since February 8.

Mr. Barnett said that the amended clauses broadly required that any main contractor for work to a value of £500,000 or more should give an undertaking that his settlements since August, 1977, had been, and his future settlements during the currency of the contract, would be in accord with pay policy.

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NORTHERN ENGINEERING INDUSTRIES
A MERGER OF
CLARKE CHAPMAN & REYNOLDS PARSONS

• COMPONENTS

Prints the hours data

A SMALL printer for use in conjunction with its flexible hours system has been introduced by Automatic Revenue Controls.

Weighing only three kilograms, the printer can be taken to the various wall-mounted control units at which staff key "in" and "out" and plugged in, whereupon it will print out four types of report on demand. On narrow gauge till-roll paper will appear a list of people keyed in at the time of the report, those keyed out, those who triggered the scheme rules that day (and how they did it), and the full status of everyone on the scheme showing total hours attended and by how much those totals vary from the month's target to date.

The printer operates on rechargeable batteries; however, if permanently mounted beside the key-in unit the cells can be trickle charged from the unit's power supply.

When so mounted the printer can also be set to print everyone's actual time of arrival and departure as they happen.

Store from ARC, Shakespeare Industrial Estate, Watford, Herts (Watford 43300).

• TRANSPORT

Better for the driver

ANY DISTRIBUTOR who has to deliver packages to a number of destinations will be interested in a technique now in use on Tate and Lyle's vans. The company calculated that each driver transfers 10 tons of sugar each day into retail outlets, going through 300 movements to do so.

Metrication made the driver's work harder—it increased the size and weight of the packs. By adopting the Pengo air suspension, made by Crane Freightways, it has been possible to lower the back of the van platform by 4.5 inches to give a 37.5 inch platform height, enabling the driver to reach high loads more easily.

The Pengo suspension replaces the leaf-spring unit on the Bedford TK1470 rear axle. Tate and Lyle use these vans fitted with a Baulby "Link-Trainer" sliding door body.

Trials with the new van in Liverpool have been so successful that 22 such vehicles have been ordered, and a phased replacement programme for the 100 vehicle distribution fleet will continue into the 1980s.

By replacing the leaf-springs and using low profile tyres, the platform height is lowered from 46 to 42 inches in the static ride position, and when the air bags in the Pengo suspension are deflated the platform is lowered by a further 4.5 inches.

Raising and lowering, using the vehicle's brake air supply, is controlled by a three-position lever between the cab and the body. Leveling valves ensure that this movement is conducted evenly, and micro-sensors fitted near to the pump, fitted on the chassis activate an audible warning in the cab if the suspension is not returned to the ride position before the vehicle moves off.

In 5,000 operating miles it has been found that the suspension has extended body and tyre life, and reduced chassis maintenance.

Details of the suspension from Crane Freightways, Hayes Gate House, Uxbridge Road, Hayes, Middlesex (01-848 0255).

• ENERGY
Coal to gas project

TEXACO and Southern California Edison have disclosed that preliminary engineering is under way to develop a major coal gasification demonstration project.

The programme is estimated to cost about \$300m. The integrated gasification-combined cycle facility could be operational in the mid-1980s.

The project consists of a 1,000-ton-a-day demonstration system using Texaco's own gasification process. The proposed site is at Edison's Coalter, generating station near Daggett, 12 miles east of Barstow, Calif.

A full-scale development programme is contemplated, the companies say. It would allow two modes of operation. The first allows for a large coal gasifier developed by Texaco, with related gas clean-up equipment to provide fuel for an existing 65-megawatt generating facility. The second mode of operation involves operating the gasification facility with a new gas-turbine combined-cycle power plant.

Technical News

EDITED BY ARTHUR BENNETT AND TED SCHOETERS

• COMPUTING

Nothing succeeds like success

BUILDING on the success of its 2903 small business system, for which the installed and on order figures now stand at over £260m, representing about one-third of total business, ICL is keeping the momentum going with the addition of three new central processors.

Peter Ellis, ICL's worldwide marketing director, told the Financial Times yesterday that the new machines were definitely not replacements for the three existing processors. They were complementary, would operate with all existing peripherals and software and offered greater communications capabilities than hitherto. This means ICL users who want to move towards distributed processing or increase their involvement in this method of operation now have equipment specifically designed for it.

Target for sales of the enhanced 2903 series over the next two years is £200m, and judging by the way these machines have been selling so far—2,500 installed or on order of which 80 per cent outside the U.K.—this is achievable, especially in the present climate of computer user opinion which has sparked off the mini revolution and the move to local rather than tightly centralised operations.

The association's TV index shows marginally faster last year

Advertising and...

Media rates rise

17.5%

LEST ANYONE imagined that U.K. media rates were propelling themselves skywards at an indecent pace, the Advertising Association said yesterday that the average cost of buying advertising space or time in the U.K. last year was 17.5 per cent higher than in 1976. This is shown in the association's latest combined index of media rates and compares with year-on-year percentage gains of 22.5 per cent in 1976 and 26.0 per cent in 1975, writes Michael Thompson-Neel.

The association's TV index shows marginally faster last year

MEDIA COSTS (1970-100)

	TV	Press
1971	107	109
1972	122	115
1973	133	119
1974	126	138
1975	153	178
1976	205	213
1977	241	148

Source: Advertising Association

than the combined Press index. The former was 17.8 per cent. higher at 2413 (1970=100). The AA's Press index rose 17.4 per cent to a provisional 2484.

The association said last night: "When seen against the 16 per cent increase in retail prices and the rapid rise in demand for advertising space in both Press and TV over the same period, these figures were only to be expected."

Looking at the indices in a long-term context—as one must to view rationally—commonly as volatile as price terms in advertising space in the main medium—it is evident that over the past eight years taken together, Press and TV rates have risen roughly in line with the retail price index. But they have risen at a much slower rate than the wholesale price index, with which advertising, as an industrial input, should more properly be compared."

Given the ferment in the whisky market, Bell's and Teacher's, with an estimated 38 per cent of the market between them, go up in price much more probably by 170 to 200 a bottle.

Haig Whisky yesterday launched its 1978 campaign with what it calls "the biggest budget for a brand of Scotch—plus". The campaign, through D'Arcy-MacMullan and Masius (Masius Wynne-Williams and D'Arcy-MacMullan as was), is designed to reassure whisky drinkers that despite recent market upheavals, Haig will continue to offer the "same high quality and the same good value."

Bird's Appeal, the first brand from General Foods for the U.K. arm of Ogilvy Benson and Mather, will be launched on April 10 with a £600,000 TV budget. Bird's Appeal, already successfully launched as Teng in Australia, Brazil, Canada and Venezuela, is a powdered drink in orange or grapefruit. Test marketed in Tyne Tees, Border and Yorkshire, it became the fastest-growing brand in the orange drink market (including juices) and took the leadership in the powdered market with a 60 per cent share. Housewives spend £55m on citrus fruit drinks.

In an important move for the independent media and creative sectors, Braun Electric UK has said that following its decision to terminate its account with The Daily Telegraph, it will hire independent media and creative specialists for the major part of its film-plus campaign this year. No appointments have been made. Creative briefs will be handled on a competitive basis.

Britain's independent media buyers already handle an estimated £50m worth of business and made some big gains last year.

• **REH FOODS** is launching another Bisto gravymaker this week—instant Bisto Rich Gravy Granules. There is a gravy war in progress. Total value of the vegetable and meat extracts sector, at shelf prices, is around £50m.

• **SELLOTAPE**, one of a firm package of accounts recently taken over by The Kirkwood Company, has gone to J. Walter Thompson. The budget is unknown.

• **FOSTER TURNER AND BENSON** says it is firmly re-established as a force in financial advertising and PR with the gain so far this year of five assignments with a billings equivalent of £500,000-plus. The accounts include work for First Lowell, Gresham Life and the Bank of Credit and Commerce International.

• **SIMON BARROW**, chief executive of Ayer Barker Hegemann, has been elected to the group's holding Board from March 31. He joined ABH from Colgate-Palmolive in 1972.

• **THE GRAHAM POOTER GROUP** has started a £250,000 development project at its Burley Road, Leeds, headquarters, including a conference centre for 100. In its last financial year the group's turnover was £55m.

• **A. C. NIELSEN** claims a big success for its Sabine package. Launched six months ago, it offers fast access to Nielsen's data bank. The most frequent subject for study has been brand distribution. Nielsen says the average cost of the 50 Sabine analyses commissioned so far by companies like Becham, Cadbury, Heinz and United Biscuits, is £500.

With financial backing from the Guinness group, Dunhill has placed the tooling order with Roline, Manchester, in injection moulding subsidiary of ICL. The latter will supply the polypropylene raw material for the dinghy.

The single skin hull will be moulded in two halves with a centre line join, and 7 or 8

JOHN SIMMONS reviews the 1977-78 Design Council Poster Awards

Pure gold designed to sell

"RARE IS THE poster that works without a legend." So observed this reviewer in assessing last year's Design Council Poster Awards and for the best poster award for 1977-78 is won by a wordless photograph of masterly ingenuity—the celebrated Benson and Hedges pack in a bridge, designed by Alan Walde for Collett Dickenson Pearce.

Unexpected, innovative and witty, this brazen series from the sixth largest brand advertiser in Britain, dramatically photographed by Adrian Flowers, Brian Duffy and Robert Montgomery, provides exciting proof of how inventive minds produce their best work when beset by warring forces, such as the constraints imposed by new laws of advertising control, the copy limitations codified by the Advertising Standards Authority, and other opposing and bowering influences.

Left: Kirkwood's VAT 69 confident and award-worthy. Right: Benson and Hedges by CDP: brazen series, brilliant branding.

declined. The decision by The you actually take a look at it. Kirkwood Company to use posters while the English National Opera poster for the premiere of Tosca actually compels many a merry play on VAT, set against crystalline graphics.

Theatre productions need fully resisted the temptations of clear identification, and the slave-tide symbols and used the ripped Tricolo with the emphasis centred upon the portrait of the principal character in full dress gold-and-glossy regalia. Unlike most entertainment advertising, the complete brief and readable good art and director of The Simmons poster has some strength when good advertising.

John Simmons is creative consultant.

A total of 482 ideas and designs competed for this year's awards.

The invitation to submit advertising a maximum of 30 awards, of which the judges gave 10—all have one, photographic. Hardly

any justification of the published purpose of this creative event:

"To encourage high standards and widespread interest in the poster medium." Art directors, designers and judges will have to sharpen their perception in pursuit of the recognition of excellence.

AD EXPO is creative and brief and readable good art and director of The Simmons poster has some strength when good advertising.

John Simmons is creative consultant.

An expo...a major trade show that will

turn into the advertising industry's annual event because any product or office and

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The Marketing Scene

Plug time for platinum

BY MICHAEL THOMPSON-NOEL

AS ANY FOLLOWER of commodity prices will know, both the producers' and the free market price of platinum have hit record levels recently—partly in sympathy with the gold rush, partly because of continued scarcity of supplies (there are signs, for example, of hoarding in the USSR, where the Russians are producing at least 250,000 one-ounce coins and medallions for the 1980 Olympics which will be sold at the unfraternal mark-up of 80 per cent), and partly because of the plight of the dollar.

All of which helps set the current crop of Platinum Guild ads in the colour supplements in a reasonably lustreous light. The Platinum Guild, run in London under the aegis of J. Walter Thompson, is funded by Rustenburg Platinum Mines of South Africa, the world's biggest producer, which sells and markets its platinum world-wide through Johnson Matthey, but felt the Guild would do a better job of consumer interest in platinum in the jewellers' sector.

Hence the current ads, which stress that platinum jewellery is "different and utterly distinctive... brilliant, beautiful and supremely fashionable." It had better be: it's more expensive than gold.



But there is a very big market to go for. The Japanese are fond of platinum jewellery (they admire its unobtrusiveness) and in recent times Rustenburg has got to wondering if it couldn't help stimulate a comparable demand in the U.S. and Northern Europe.

In Britain, platinum jewellery got a boost on January 1, 1975, when for the first time the metal received a hallmark (the platinum hallmark guarantees 95 per cent purity). In Britain last year, an estimated 22 tons of fine gold were used for making

jewellery, and this is the market that Rustenburg is attacking.

There are around 425,000 U.K. marriages a year, and using 18-carat gold as a benchmark, a platinum wedding band would cost approximately 50 per cent more than the gold equivalent. Current world consumption of platinum for jewellery is around 1.1m. ounces, but 91 per cent of that goes to Japan with less than 2 per cent to the U.K. and Western Europe.

So, the Guild operates as a promoter as well as an information service for retailers and consumers. Rustenburg underwrites similar operations in Germany and Japan and is looking at the U.S. The aim is to educate consumers as to platinum's position in the precious metals spectrum ("It's the most precious metal in the world"), which is why the folk at JWT are fond of the fact that to produce one ounce of platinum the producers have to process ten tons of ore. Above all, platinum is sold as the ideal setting for gem stones: it doesn't compete with them for attention.

The Guild spent £300,000 on U.K. advertising in 1977—mainly in women's magazines where it prompted some fairly lively consumer demand—and will spend about the same this year.

Rolex—prestige and Koko

BY PHILIP KLEINMAN

WHAT DOES Yehudi Menuhin have in common with Koko the female gorilla? Answer: they both help to sell Rolex watches.

There are, of course, differences between the two. For one thing, the violinist, like other celebrities featured in Rolex testimonial advertising, is stated to have received no payment for allowing the advertising company to publicise the fact that he wears one of its products. Koko, on the other hand, has just helped to earn \$w. 350,000 for Francine Patterson, the young University of California researcher who has taught Koko to speak in sign language. Miss Patterson is one of five recipients of Rolex Awards for Enterprise, all engaged in scientific research of one kind or the other.

The awards were presented, together with Rolex chronometers, to the five at a ceremony in Geneva recently. It was the culmination of a competition, devised by the company and its advertising agency, J. Walter Thompson, to enhance the product's prestige as well as do a little good in the world.

Unfortunately for Rolex's British subsidiary, none of the winners is British, although this country provided the second highest number of entrants after the U.S.

The mixture of high-mindedness and commercial acumen demonstrated in the competition is typical of Rolex, which was bequeathed by its founder, Hans Wilsdorf, to a charitable trust in Geneva. That doesn't prevent the company making a lot of money out of its very high-priced products. The cheapest Rolex costs around £200 in Britain, though the company also makes watches under the Tudor brand name which go for as little as £160.

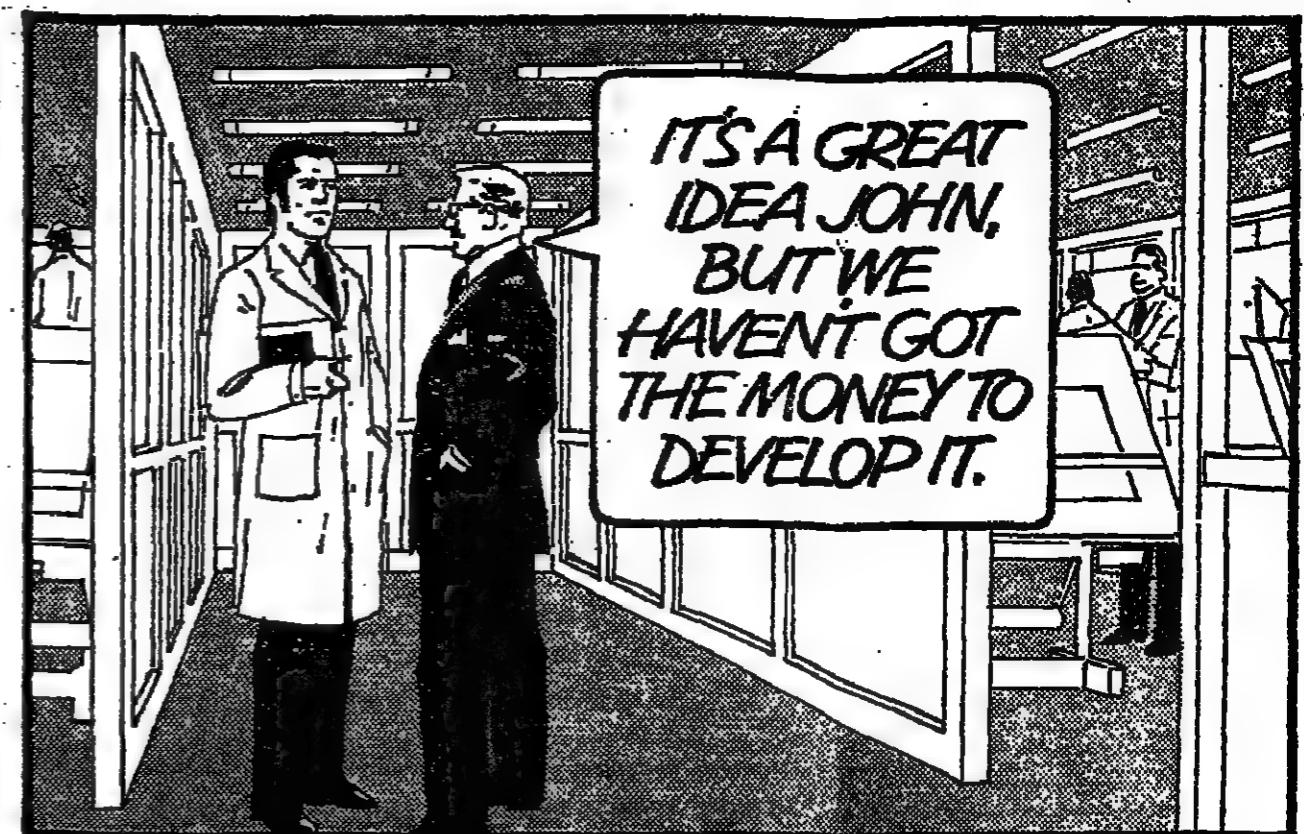
Despite the difficulties experienced by the Swiss watchmaking industry in the past few years, due especially to the impact of electronic watches from the U.S. and elsewhere, Rolex claims to have expanded its output worldwide by 5 per cent to 5 per cent annually. What exactly that means is impossible to say, since private companies in Geneva are not obliged to publish any figures.

What is acknowledged, however, is that the British market, unlike the U.S. and the Far East, has been stagnant in terms of units sold. The achievement of Iain Nelson, a 32-year-old Scot who became managing director of Rolex U.K. in 1971, has been to keep the quantity of imports steady as cash turnover multiplied. This has been done through a policy of exclusivity—Nelson cut the number of retail outlets down to about 200—and increased business efficiency.

When Nelson arrived, after more than 20 years of working for the Borneo Company (now part of Itechscape), in Singapore, he found Rolex U.K., he says, in pretty poor shape. This was partly due to complacency derived from the fact that Wilsdorf, the company's founder, actually started his business 75 years ago in London, whether he emigrated from his native Bavaria.

Wilsdorf moved to Switzerland in 1919, and it was there he produced the Rolex Oyster, claimed to be the world's first waterproof watch. But he kept his acquired British nationality and the British branch of the firm got used to receiving most-favoured-nation treatment.

To-day that treatment would no longer be deserved. Nelson, a kindly humorous man, nevertheless gets quite indignant when he recounts how all the trendy young businessmen he meets commuting first-class from Surrey to London are expansively clad from top to toe, arrive at the station in Rovers and Jags but wear "rubbish on their wrists." And he tells them so to their faces.



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Horse sense at Lloyds

BY PAMELA JUDGE

THE SIGN of the Black Horse is positively swinging at the moment—much to the satisfaction of Lloyds Bank, which has used the emblem since the 1800s.

A long footage of the "Lloyd's" horse thundering along the shore near Newquay was used on TV last month to introduce the

bank's new Black Horse Guides. The guides were launched on February 5 and in two weeks 1.7m. copies were in the hands of the bank's customers or potential customers; later, a further 120,000 were earmarked for use outside the bank's branches.

Part of the Lloyds plan to

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Lloyds Bank

even though there had been several good series.

But the bank wanted its ads and its name to be recalled. With McCann, it was decided that the old horse would do the modern branding, so that March 1975, saw the first TV use of the horse. Checks beforehand showed an ad recall of 8 per cent. Afterwards the figure rose to 26 per cent. It is currently around 30 per cent, the highest of the big four, clearances with the Midland (lately making shadowy use of its gryphon emblem on TV) at the bottom and Barclays and NatWest in the middle, says Lloyds.

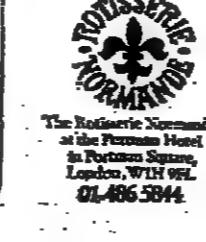
Another indication that the horse is working for the bank is that the numbers of first-time bankers with Lloyds aged between 16-24 is now the highest yet. The guides come out of the bank's marketing budget of £1m. a year and are relatively cheap. But Lloyds has just finished a £500,000 burst of Press and TV advertising—a tidy sum to put on a horse.

Southern made Hillspan's industrial buildings bigger.

Early television campaigns on Southern Television had successfully promoted the Hill Construction Company's agricultural building business. Too successfully, perhaps. For their 1976 campaign of 15 and 30-second spots on Southern, Hill were keen to promote the Hillspan industrial buildings which now account for two-thirds of their business. The campaign, staged by Lonsdale Osborne, was another undoubted success. Hill were pleased at the contacts it gained, and the reputation it made them. More important, they were delighted to receive enquiries from an influential band of businessmen—those who work in London but live in the South. These men watch their television in the South too!

SOUTHERN TELEVISION

For further information contact Brian Henry, Marketing & Sales Director, Southern Television Limited, Glen House, Stag Place, London SW1E 5AX. Telephone: 01-834 4404.



The Rotisserie Normande
at the Forum Hotel
in Portland Square,
London, W1H 9SL
01-636 5844

It may be M3, but it isn't money

BY ANTHONY HARRIS

WE NOW HAVE a monetary and exclude investments which policy; but when are we going to have a policy about the money by getting someone else to part supply? This seemingly nit-picking question is raised to-day by the extremes. Interest bearing Morgan Grenfell, the bank that accounts of all kinds which can specialises in naked emperors; be withdrawn at the expense of and the point raised seems to me that a bank or a savings institution a serious one, and possibly are pretty like money, but less important too. On the other hand a Treasury official calls quasi-recognise that there was even a question, let alone one that needed an answer. Someone here is wrong, and I think I know what it is.

Our own M3, which is what we call the money supply for policy purposes, does not meet these tests. It includes quite a large sum in investments—bank certificates of deposit, which actually have to be sold for money if you want to spend them. It excludes building society and other deposits which are routinely spent. Its behaviour often contradicts that of M1.

These oddities are familiar. What Morgan Grenfell have done which is new is to make sense of them. M3 is not a measure of spending power—liquidity; but it is a very good measure of the resources held by the banks on which to expand their lending book.

Monetarists often fail to notice the difference between a money measure and what the Americans call bank credit proxy because they tend to think in terms of a closed economy or a freely floating currency; in such an economy, the growth of credit and the growth of money are the same thing.

Any discussion of money starts with a difficulty: we all think we know what it is, but the word is very hard to define. Notes, coin and a current account at the bank are not anyone's, and are what is contained in M1, the narrow definition of money, which the Bank of England reports but does not attempt to control. Thereafter, there is trouble.

A banknote serves quite well in defining what is special about money. You can exchange it for anything, but that is its only virtue. Anything you can buy with it is either more beautiful, more useful, or more rewarding—it pays interest, or may appreciate. A rational man, therefore, will only hold money rather than these desirable alternatives for quite strong reasons—either to bridge the time gap between receiving income and spending it (the transactions balance) or because any commitment at all seems too risky (the uncertainty motive). The whole of monetarism is built on the notion that there is a consistent relationship between people's spending behaviour and their holding of money, and the much more questionable proposition that you can control the former by the latter—wagging the dog by the tail. It is attempts to support or disprove these theses that generate all the baffling questions.

Now if this is the reason for having a monetary policy, you would expect the authorities to define the money supply very should at least be warned. We carefully to include every ready source of spending money, bank credit policy.

Midnight Court has edge

UNLESS THE heavy rain which has threatened Cheltenham over the last three days materialises, Midnight Court has the ability to go, it is difficult to visualise what to-day's Piper Champagne Gold Cup is not being won by either Fort Devon or his market rival and neighbour, Midnight Court.

Both these high-class chasers did all that was asked of them

RACING BY DOMINIC WIGAN

in their final preparatory races and their form puts them several pounds in front of the best of their opposition.

Although Midnight Court made slightly heavier weather of accounting for Tuesday's easy winner Young Arthur at Newbury last time out than Fort Devon did when scoring at Kempton, he is the Winter representative on whom I will be pinning my hopes.

Both he and the giant

Corrib Chieftain have been

schooling brilliantly with his older stablemate Prominent King and he, rather than Rodman, may be the one they all have to beat. At odds of about 12-1 he strikes me as the meeting's best bet.

The Royal meeting at Ascot

will take place on June 20, 21,

22 and 23. Applications for admission to the enclosure

should be made to Her Majesty's

Representative, Ascot Office, St

James's Palace, London, S.W.1

before the end of next month.

Visitors from overseas should

apply to their ambassador or

high commissioner.

But he has never struck me

as a certainty for to-day's race, and as an easy-way alternative I prefer the claims of the giant

Corrib Chieftain.

This Appiani II gelding put up

an encouraging performance on

his debut over the minor

obstacles at Newbury, and won

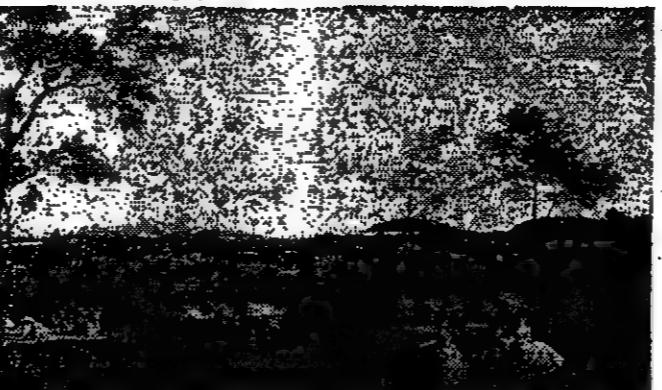
a "bumpers" race in a style

which had to be seen to be

believed," according to one

experienced Irish rider.

Lambert landscape fetches £84,000



The landscape by George Lambert which sold at Sotheby's yesterday for £84,000 to Leger Gallery and set an auction record for the artist.

through Leggatt. It acquired a portrait of Mr. and Mrs. Chapman, by John Seaton, for £2,600; a portrait of Thomas Papillon by Sir Godfrey Kneller, for £200; a 16th-century portrait of Sir Anthony Browne, for £1,400.

The previous auction best for the artist was £2,520 in 1972, but higher prices have been realised in private sales. Works by this artist rarely appear at auction and three buyers were after it. The painting was finally acquired by Leger Gallery.

Other good prices in a successful sale of British paintings, which totalled £356,140 with a low 7 per cent. bought in, were the £2,000 from Leger again for the Rev. Charles Fowell and family, by Henry Walton, another auction record for the artist; £21,000 from Spain for a portrait of the Rev. Mr. and Mrs. Colonel and Mrs. Campbell by Francisco Wheatley; and £10,000 each for a view of Musselburgh Races, by William Turner "de Lorn," and for a boy with a donkey, by Gainsborough.

The National Portrait Gallery was an active buyer, bidding and £10,000 for a first edition of "Methode et Invention Nouvelle Dresser les Chemins" by William Cavendish, Duke of Newcastle.

Christie's continued its series of sales from the Evelyn Library. The first session of a two-day sale for authors M to S realised £96,256.

A first edition of poems in both English and Latin by John Milton was the day's highest priced lot at £5,800. It was

£39,675.

bought by the Oxford dealer Blackwell. A first edition of "Paradise in Sole Paradiso Terrestre" by John Parkinson, 1628, went to the London dealer Quaritch for £5,000.

Hammond, a dealer from Lymington in Hampshire, paid £7,700 for "Brutus," or "The History of the Kingdom of England" from Doncaster by Admiral John Byron, Gainsborough. It will return to the Byron family home at Newstead Abbey.

Christie's continued its series of sales from the Evelyn Library. The first session of a two-day sale for authors M to S realised £96,256.

In a sale of tribal art, also at Christie's, the buyers were as global as the items under the hammer. The sale totalled

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The winter season

by WILLIAM WEAVER

The winter season at the Nevertheless, Schönberg and Miss Teatro Comunale is necessarily Vejzovic carried the day: an short to allow the theatre some time to breathe before the May opening of the annual Maggio Musicale festival. But in the past—and again this year—the taped voice of Cathy Berberian, this mercurial bravura Florence house has managed to piece allowed Bortoluzzi—as both present a varied and interesting programme in the space of a few weeks. The opening *Trovatore*, staged by Luca Ronconi and conducted by Riccardo Muti, was stimulating, enjoyable; the *Boviere di Stoiglio* was poor (except for the lovely sets and costumes of Ulisse Santilich); the *Werther* was a triumph that will remain long in one's memory; then came the traditional full-length ballet, *Romeo and Juliet* with Fracci, which I missed; and finally the equally traditional hommage to the 20th century, this time in the form of a triple-bill of one opera and two ballets.

The opera was Schönberg's *Erwartung*. The first performances were conducted by Christoph von Dohnanyi and sung by Anja Silja, who were replaced by Alexander Sander and Dunja Vejzovic. Dohnanyi's conducting had been praised by the local Press, and Sander's was certainly equally praiseworthy, precise and far from inhuman. The Florence orchestra, an uneven but often willing instrument, played with unusual clarity. Previously heard in Florence only in Luigi Nono's *Intolleranza*, the Jugoslav soprano Dunja Vejzovic sang mostly in German (she is scheduled to make her Bayreuth debut this coming summer). She is a very interesting and engaging artist, with admirably distinct enunciation (the opera was given in the original) and with an expressive voice that can be icy when necessary but also warm and sensual. Giancarlo Nanni's staging was not incisive, but the singer moved gracefully and acted convincingly. She was not helped much by Mario Schifano's stark, ugly set, nor was the set itself helped much by unimaginative lighting.

Berlin Opera

Die Banditen

by ELIZABETH FORBES

Offenbach's score for *Les Brigands*, first performed in 1869, contains no individual moves. The *Brigands* underground hide-out, furnished with the clutter of a hundred unsuccessful raids, has a certain level of excellence unusually high; but the possible peregrinations of the *Brigands*, of best vintage Melihac and Halévy, is outstanding and presumably explains the reason why Peter Ustinov, making one of his rare excursions into the operatic field, chose to produce the piece for the Deutsche Oper in West Berlin. Newly translated, with just the right amount of contemporary allusion, by Karl Dietrich Gräwe, *Die Banditen* provides stylish, witty and absorbing entertainment.

The story concerns a resourceful *Brigand* Chief who, finding that his exchequer contains only 17 ducats, concocts a splendid scheme to make 2m. by the subterfuge of his daughter for the costume designers, Bernd Müller and Jörg Neumann, are responsible for the Spanish Princess betrothed to the Duke of Mantua. This plot is mainly for much of the success of founders, mainly because the Duke's Treasurer, no mean rogue, leaves the inn, full of half-clothed men, has already spent the day, and drunken captives of assorted 3m., but also because the Duke's nationality as they set off for recognises his "bride" as the Mantua and dreams of unfold girl who saved him from the wealth. At the beginning of the *Brigands* in the first act, when he third act, the photography-loving was photographing — in a conservation conscious age — by the playing of a bald, richly forest fauna.

Günther Schneider-Siemssen's cell-phone bears the initials J.O. sets are ultra-theatrical, painted Caspar Richter, a conductor with the supporting struts whose sympathies, ranging from intentionally visible: everything Mozart to Berg, evidently include

Offenbach, ensures that the Duke's *moftresses-en-tire*, musical performance matches the dramatic presentation in the style, vigour and dexterity. The *Staatsoper* has recently mounted, in the congenial atmosphere of the Apollo-Saal, a comic piece by Günther Bialas, while the Spanish music associated with the Princess has received its DDR premiere in the presence of the 70-year-old composer. *Pass in Boots* has a text by Tankred Dorst based on a comedy by Ludwig Tieck, itself deriving from the fairy tale. This version, however, first performed at the 1978 Schweinfurt Festival, is a pantomime but a work of Pirandellian complexity that includes the Composer and several spectators in its cast list.

The shoebox shape of the Apollo-Saal and its lack of stage facilities only act as stimuli to the producer, Jaroslav Chundel, to project the dialogue acutely, sings with untiring energy, dances — there is a great deal of well-integrated dancing — and conducts the orchestra with the white stick of his blind-beggar outfit.

Catherine Gayer sings Florella, Falascappa's daughter, and a cross between gun-toting Anna and Miranda in *The Tempest*: in excellent voice, Miss Gayer delivers her songs bewitchingly and proves an excellent comedienne. Fragolito, Florella's young man, and originally a travesty role — Irene Eisinger sang the part in a 1982 Berlin production — is here taken by a tenor, Peter Mauz, who carries off his initiation into the *Brigands* Union with aplomb. Barry McDaniel turns the not very interesting figure of the Duke into a positive and likeable character. Patricia Johnson, handsome in lace mantilla, displays true Spanish temperament and dignity as the Princess of Granda.

Several of the Deutsche Oper's veteran singers make welcome appearances in minor roles: Helmut Melichard is in command, forming as *Campiasso*, the Duke's chief minister; Helmut Krebs amusingly incarnates the Count of Glory, Granda, the Princess's chamberlain; Lisa Otto and Siegrid Wagner for-mately employ their talents as ate timing.

English Bach Festival

The London part of the English Bach Festival concentrates a one-act opera-ballet *Tertapae* will form part of the opening *Divertissement* in the Queen's Hall on May 2.

There will, as usual, be plenty of Bach. The B minor Mass will be given on May 12 (Festival Hall) under the distinguished German conductor Helmut Rilling. Three of his eminent soloists — Arleen Auger, Heiner Hopfer and Philippe Hutton — will be making their first appearances in this country. So will the Swiss conductor Michel Corboz, in charge of another Bach programme at the Elizabeth Hall on May 8.

Contemporary music is less strongly represented this time, but two works of the Cretan-born Greek composer Terzakis will be included in the Byzantine and Greek folk music concert on the Elizabeth Hall on May 9.

The Oxford arm of the EBF, for which full details are not yet available, takes place between June 23 and 30. R.C.

Barclays aids D'Oyly Carte

Barclays Bank International is to give the D'Oyly Carte Opera Company £120,000 over the next three years. There are no strings attached to the money but it will help the company out of its current financial problems and allow it to mount more new productions of the operettas. The first results of the support will be seen in the forthcoming North American tour of the D'Oyly Carte, with Barclays grand British institution.

Record Review

Mitridate, Tito, Orlando

by MAX LOPPERT



Dunja Vejzovic

Mozart: *Mitridate, rè di Ponto*. Auger, Gruberova, Cotrubas, Weidinger, Baltsa, Hollweg, Kübler/Salzburg Mozarteum Orchestra/Hager. DG 2740 180 (four records) £12.00.

Mozart: *La clemenza di Tito*. Baker, Minton, Von Stade, Popp, Burrows, Lloyd, Orchestra and Chorus of Royal Opera House, Covent Garden/Davis. Philips 6703 079 (three records) £11.95; cassette: 7699 036 £11.97.

Haydn: *Orlando paladino*. Auger, Ameling, Killebrew, Shirley, Ahnsjö, Luxon, Trimarchi, Mazzieri, Lausanne Chamber Orchestra/Dorati. Philips 6707 029 (four records) £12.25.

ful of these is Xiphares's "Lungi soprano. With Arleen Auger, steady grip on dramatic progression, with the quality of impudence in run, roulade, and sustained commitment in every bar. ornament: in addition, Miss The bloom on the orchestral tone is remarkable still, more prophetic of future dramatic achievements, as Aspasia's introduction "Nel sen mi paluita," is of quite different kind from such pell-mell effortlessness that Vienna sweetness or Berlin warth of emotional nothing better for the grama-juice," in the timbre. Agnes phone than Vitellia, and this despite the audible straining, the vocal deformations, the passing tonal discolorations. If a dis-appointingly lumpy account of *Sextus*' great rondo sends one back to the serenely classical Teresa Berganza of the ten-year-old *Decca* set (otherwise substantially outclassed), similar praise can otherwise be lavished on Yvonne Minton, Stuart Burrows, without the impetuosity of tone of Eric Toppy, manager the long chaste line of the title role (and its bursts of *floritura*), with greater address; Frederica von Stade, a radiant *Annus*, is obviously a *Sextus* of the future, and Lucia Popp (Serpilia) complete a first-rate cast.

The great, until a short while ago, only explored continent that is Haydn's operas is now being assiduously colonised. *L'isola Under Leopold Hager the Mozarteum Orchestra plays smoothly, securely, evenly; the conductor often glides comfortably over orchestral writing that deserves a more individual, more specific handling. As in the *Hager* *Lucio Silla* set, acres of *secco* recitative are ambled through, complete, in consecutive, desirably undramatic fashion; the repetitive itself may be very distinguished, but it deserves more pernicious Italianate enunciation, and fewer verbal slips (Auger and Baltsa especially culpable) than this if we are not to itch for the pruning shears.*

Even as recently as 1971, such a mark as that found in Charles Rosen's *The Classical Style to transform constraint into the effect that *La clemenza di Tito* is a work of exquisite*

disabilita

broadcast last Sunday, will soon be published on record as the fourth instance of co-operation between the European Broadcasting Union and Philips; meanwhile, the third, *Orlando paladino*, the drama eroicomico of 1782, surpasses all expectations, even those pitched high by *La fedelà premiata* and *La rena confusa*. Who, apart from diligent score-readers of the Haydn Institute edition, could have guessed that the work held such a store of musical treasure? One *Songs for some* Colin Daris-Anthony Besch team of the future to stage it, and so doing, to refute received opinion that Haydn's operas are in essence undramatic; but until that day, the gramophone will have preserved much marvellous music from neglect.

Orlando paladino, written for a great occasion at Esterhaza, is a grand and adventurous undertaking that treads a fascinating path between opera seria and *opera buffa*, between courtly romance and manifestations of the *merrie-ville* — if one wants to retitle it *dramma giocoso*, that is in those moments when the parallels with the as-yet-unwritten *Don Giovanni* loom especially large. In addition to a series of beautifully worked arias, each distinguished by extreme orchestral finesse, the work boasts two large-scale concerted finales which move through changes of tempo and key with something of the variety and excitement of the *Florilegium* Act 2 finale. The *flaw* would seem to be a libretto, distantly derived from Arioso, that is a tangle of loose episodes and *aria* — if one wants to retitle it *dramma giocoso*, that is in those moments when the parallels with the as-yet-unwritten *Don Giovanni* loom especially large. 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Prescription in common

TWO REPORTS on the outlook between the social partners for the U.K. economy appeared by chance together yesterday, one in a survey by the Organisation for Economic Co-operation and Development, the other in the Bank of England *Bulletin*.

The Bank, on the other hand, is quite clear about the fact that the expansion of the economy this year and next must be limited because of the external rather than the internal situation. It would clearly like to see some increase in the rate of economic growth this year and that a Budget stimulus will probably be needed to bring this about, but that the stimulus and the increase in the growth rate should both be moderate. There is some difference of emphasis, however, in the reasons which the two institutions give for recommending a similar prescription.

The OECD is perhaps the less clear-cut of the two. It suggests that a gradual revival is justified because of the high level of unemployment, the need to encourage profits and investment, the international undesirability of persisting in too large a trade surplus, and the need to maintain competitiveness by not allowing the exchange rate to appreciate too far. Those reasons do not seem to be altogether consistent with one another; and indeed, after stating that the need to reduce inflation is now a greater constraint than the balance of payments on faster growth, the OECD begins to get worried about the forecast worsening of the trade balance. Its survey was written, of course, in the shadow of the January trade figures.

Sombre outlook

In the field of monetary policy, it goes on to point out, there may be conflicting objectives and there will have to be a certain flexibility about targets—a finding with which both the Bank and the Treasury will heartily agree. Some stimulus would themselves be needed in the field of savings ratio, to keep the rate produce a sizeable increase in expansion this year within consumer spending and almost the 3-4 per cent, but it should certainly increase what the he understood that the slack in Bank describes as an "alarmingly" fast rate of growth in only slowly. Life would be the import of manufactured easier all round. Finally, "if a word, that is the fundamental consensus could be developed case for moderation.

A partial climb-down

THE GOVERNMENT has gone a long way towards meeting the Confederation of British Industry's objections to the new pay policy clauses it wants to write into government contracts. It was wise to have done so for there was a large measure of overkill in the first draft of the clauses, as the Chancellor of the Exchequer frankly admitted the other day. The changes announced yesterday mean that the new procedures will no longer cover every single subcontractor, however small, but only the main contractor and the sub-contractors he directly employs. If a contract is terminated on the grounds that there has been a breach of the pay guidelines, the firm concerned will no longer lose all its contractual rights, but will be paid up to date, save for the profit element in work in progress. Pay settlements have been redefined in a more sensible way, and the undertakings required from firms have been rewritten on more acceptable lines.

Arbitrariness

But the draconian nature of some of the detailed provisions in the new clauses was only one of the issues the Government's proposals had raised, and on the wider aspects the Government has held rigidly to its ground. Neither the CBI nor any one else is against the idea of encouraging moderation in pay settlements. There is no reason why governments should not choose from the various competitors for a public contract the firm which best conforms to their conception of the national interest, including in particular its readiness to observe incomes policy guidelines, providing the choice is reasonably consistent with the interests of public economy. Both here and in the U.S. public contracts have long contained clauses requiring firms to observe certain statutory requirements; at present, for example, there is a clause requiring observance of the 12-month rule. But what Ministers have in effect been increased to an intolerable extent is changing the nature of the present pay guidelines sanctions of Government in a way that will aggravate tracts to implement their views, the two main disadvantages of pay policy after the present existing practice by making the phase expires in July.

The wider perils of Israel's invasion of Lebanon

BY RICHARD JOHNS, Middle East Editor

RETRIBUTION against the Palestinian guerrillas in the south of Lebanon was promised by Israel and anxiously expected by the world. When it came on Tuesday night it was in the form of the most massive incursion and violation of Lebanon's (highly theoretical) sovereignty since Israel started to respond to the commando raids which began in the wake of the June War of 1967.

This week's operation, involving no less than four brigades, amounts to invasion of a zone which has been point of high tension for a decade and has the potential to trigger off a regional war or worse. As a retaliatory strike it is also different in kind—aimed at nothing less than clearing out "the infestation once and for all," as the Israeli Defence Minister, Mr. Ezer Weizman, put it yesterday.

In effect, last week-end's wild and bloody rampage by Fatah men have given Israel what it perceives to be, probably erroneously, the opportunity to eradicate for all time the movement which Mr. Menahem Begin, Israel's Premier, has described as an embodiment of evil second only to Nazism.

Certainly, he will not succeed in his promise "to cut off the evil arm of the Palestinian Liberation Organisation," either in its political or military manifestations, even though the exercise may cripple the latter for a long time to come. But in attempting such a task he will probably kill the peace initiative of punishment to bring to heel, or destroy, the Palestinian armed presence in Lebanon.

In Lebanon, retaliation has had mixed and confusing results which have proved far more problematical to the overall stability of the region than the 1968-70 raids against Jordan. Israeli reprisals led indirectly to the confrontation between the Lebanese Army and Palestinians in 1969. That ended in an uneasy compromise when, under Pan-Arab auspices, the Cairo Accords were reached. Amongst other provisions relating to the refugees camps and the carrying of arms elsewhere in Lebanon, they confined guerrilla forces to the Akrouh area behind the shoulder of Mount Hermon, from where they could still cross into Israel. The accords were affirmed by the Shitoura agreement between the Syrian Government, whose 30,000 troops form the bulk of the joint Arab peace-keeping force in Lebanon, by the lame-duck Government of President Sarkis of Lebanon and, somewhat dubiously, by the PLO itself. The accords were to have been observed again under an agreement reached last July, but never

It was not until the June War of 1967 that either the Palestinian Liberation Organisation or Fatah, its leading group and fighting arm, took meaningful form, though they both predated it—the PLO by many years. Ever since that conflict the south of Lebanon has provided the most obvious flash-point for a spontaneous combustion or a contrived war in the region.

In the early years of the tense

decade that followed Israel's great triumph of arms, the commandos concentrated their activities in Jordan and launched operations from there. It was on the East Bank of the Jordan, at Karameh, that Fatah scored its most emotive success when it resisted and inflicted significant losses on an Israeli punitive task force. However, subsequent Israeli retaliation by air strikes, particularly against important irrigation works, suddenly created the tension and confrontation leading to the Jordanian civil war of 1970 that emasculated the guerrilla movement in the Hashemite Kingdom. The outcome fortified the Israeli conviction that Palestinian attacks on its citizenry ultimately can be countered only by the vengeful use of force of a kind calculated to make neighbouring governments curb the guerrilla movement.

But in the Lebanon, the cockpit of the Arab world, Israel's strategy has not been so successful, fundamentally because of the weakness of the government there before the 1975-76 civil war and the absence of any authority there since its end. Fatah operations from the south started after the 1967 war, eventually prompting the dramatic Israeli commando raid on Beirut airport at the end of 1968 in which 18 aircraft of Middle East Airlines were blown up. MEA was back in operation with chartered aircraft within 48 hours—symbolic. In an odd way, the failure to so far of the Israeli philosophy of punishment to bring to heel, or destroy, the Palestinian armed presence in Lebanon.

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In the early years of the tense

area south of the Litani in accordance with the Shitoura Agreement and Cairo Accords. The Palestinians and their Lebanese left-wing allies, who want to maintain maximum freedom of action, did not want them enforced, anyway.

In practice, the Shitoura Agreement became a dead letter last November when Palestinian rockets killed two Israelis across the border and Israel replied with the massive air strike which left over 300 dead.

Israel's latest operation will be much more successful in killing the real "terrorists," but the PLO will not lie down. Its leaders were resigned to the fact that the guerrillas—and Lebanon—would be severely punished for last Saturday's slaughter. To the world at large it may have seemed barbaric. It was, however, a very deliberately planned operation undertaken with the blessing of the highest leadership including, it seems, Mr. Yasser Arafat, Chairman of the PLO and head of Fatah who, as far as appearances concerned, was conveniently in East Berlin at the time. The Palestinians' specific purpose would have been to

knowing its huge military superiority and the divisions within the Arab world. Israel was able to embark on its Lebanon operation confident in its strength and probable immunity from any bullets but those of the Palestinians. But it must be concerned about the U.S. reaction. In the same interview, Mr. Amit said of intervention in Lebanon, that "there should be prior agreement with the Powers—in our case the U.S."

Washington was, as it happens, informed only as the operation started and will no doubt be deeply angered as the question of Jewish settlements not only there but in Sinai.

One factor immediately well as concerned about the

behind Mr. Sadat's initiative was the understanding to be the warning by President Ceausescu of Romania (who had previously seen Mr. Begin) that if pressed by the U.S. it will not only darken the

cloud over Mr. Begin's visit to Washington but—more seriously—dim the already last summer Professor Moshe Dayan prospects for peace in the

Arabs, chairman of the Knesset, region as a whole.



"Does he want to learn from our mistakes or us to learn from his?"

hard, then goes on to some fair points about honesty.

Learn to drive and caution with drink are naturally there, but so is the warning that employees who make money and change their wives may fall during times of crisis. As for marriage, he urges this be approached properly: "I have many friends in official positions in trade and politics who did not marry at the right time and by old age they were in terrible shape. Others married late in life and to add to that took young wives. They did not live long."

Matter of timing

An American tourist, returning to his London hotel early yesterday, told the hall porter that he had been robbed after leaving a certain Soho night club. "After, Sir?" the night porter said. "I would not have thought that possible."

Observer

What I liked about Koc's own book was the concluding section, "My advice to businessmen because he could not get beyond 'volatile' just now because German bosses are switching to less aspirants to be modest and work. However, it looks as though the

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مكتبة الأرمن

Paper sacks: a made-to-measure service for all product packaging

ONE OF THE most significant distribution techniques introduced by the end user. But such burden, and with all piles of materials handling during the has been the programme's sack contributing to a company decade has been that of success that manufacturers can bind total of great flexible the paper sack.

Only a hundred years ago paper sacks to the customer's strictest specifications—a made-or cotton. Before that, bulk to-measure service.

goods such as grain, sugar, flour and salt, were shipped in barrels or wooden cases.

The first paper sack was simply a tube which was cut and tied up at the bottom, filled, and then tied up at the top in the same way. The next development was the sewn paper sack: the bottom sewn during production and the top tied after filling.

RESEARCH

Even as recently as the 1960s the paper sack was regarded as little more than a large paper bag and certainly not a serious contender in the bulk carriage market—in spite of a great deal of serious research into its manufacture and qualities in the preceding 30 years.

But today, following an intensive programme of research and development, backed by an impressive capital investment, British paper sack manufacturers claim that they are in a position to offer their customers one of the most flexible, stable and economic packaging units yet produced.

The research programme was largely dictated by the ever-widening range of products required to be transported and stored in bulk, and the increasingly sophisticated handling and

proportionate share of the names of products and information about them on sack paper.

It is also straightforward to adapt the sack to special requirements, for example, if it is necessary to protect the contents against damp, insects or other external attack. Paper is biodegradable—no dangerous substances are released if it is burnt or composted: Paper can be returned to the cycle of nature without any harmful effects.

Interesting variations on the end use of sacks can be found throughout the world. In Sweden and Denmark, for instance, sacks are mainly used for the collection of refuse, while in the rest of Western Europe 35 per cent of the consumption is used for the carriage of building materials.

The following table gives an interesting breakdown of sacks used in Western Europe.

	%
Building materials	35.5
Mineral products	4.1
Flour	4.8
Sugar	3.0
Potatoes	3.5
Other food products	4.4
Animal feed	19.0
Chemicals	8.1
Fertilisers	3.4
Refuse	8.0
Miscellaneous	7.3

100.0



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The complete storage, handling and distribution system . . .

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hot bitumen
to frozen food



Filled and closed sacks are conveyed for flattening and palletizing prior to distribution.

THE UK paper sack industry is the most highly developed in the world and accounts for nearly 20 per cent of sack usage in the 15 Western European countries.

In one market alone, agriculture, the total annual production of one crop, potatoes, both for distribution and retail is at

one stage packed into paper sacks, whether 56 lbs (often packed in the field or from clamp) or into smaller carrying retail packs.

Larger still is the animal feed-stuffs market where over five million tonnes of the product are packed into paper sacks for distribution to the nation's farmers every year.

The technological improvements in the manufacture of kraft paper have allowed UK converters—the members of the PSDA—to upgrade their sacks and develop new types. Most of the original sacks were merely open-mouthed bags which were closed by stitching, stapling or wire tying.

The UK chemical industry, one of our economy's major growth areas and certainly one of our leading export successes, is firmly committed to paper sack packaging. This is possibly the most demanding application for any packaging medium. The wide variety of chemicals, their differing properties, the need to comply with international health, safety and transport regulations—coupled with the fact that the packages are sometimes handled on arrival at their destination, perhaps in Africa or the Middle East—places severe demands on the packaging material.

EFFICIENCY

The paper sack meets these demands because it is purpose-designed to fit into the industry's packaging systems, often incorporating specialist or reinforced outer plies to withstand the hazards of the journey while at the same time protecting the contents with foils, films, laminates or a combination of all three.

Ever increasing warehousing and transport costs and the relationship between production and distribution systems have now become critical in both economic and efficiency terms in product packaging. Within this context, the demands placed on packaging materials are crucial and systems decisions, once made, are unlikely to be changed quickly or modified.

It is against this background that paper sack manufacturers market their products: The new range of sack systems now used by manufacturers has gradually changed the face of sack packaging and handling in the UK.

RECYCLED

Most of the kraft paper used in the manufacture of sacks in this country is imported for conversion from Scandinavia and North America: Sweden, Norway and Finland alone produce over 1,000,000 tonnes a year and it is the technological improvements in the production of kraft which have formed the basis for subsequent advances during conversion.

UK manufacturers also use home produced kraft made from indigenous resources including recycled fibre.

Timber, the raw material for paper, is, of course, self-



Filled and palletized sacks, loaded for distribution by road, can be broken down for multiple drops if required.

benefits. Packing machines are now available which can be operated fully automatically and provide digital weight read-outs electronically.

Similar improvements in systems have automated onward handling from the filling stage to transport, merchandising to customers by mail order houses. Paper valve sacks are used to pack a wide range of plastic resins, including high and low density polyethylene.

Frozen foods are often packed several times in paper sacks, both as bulk packages and as outer containers for retail packs.

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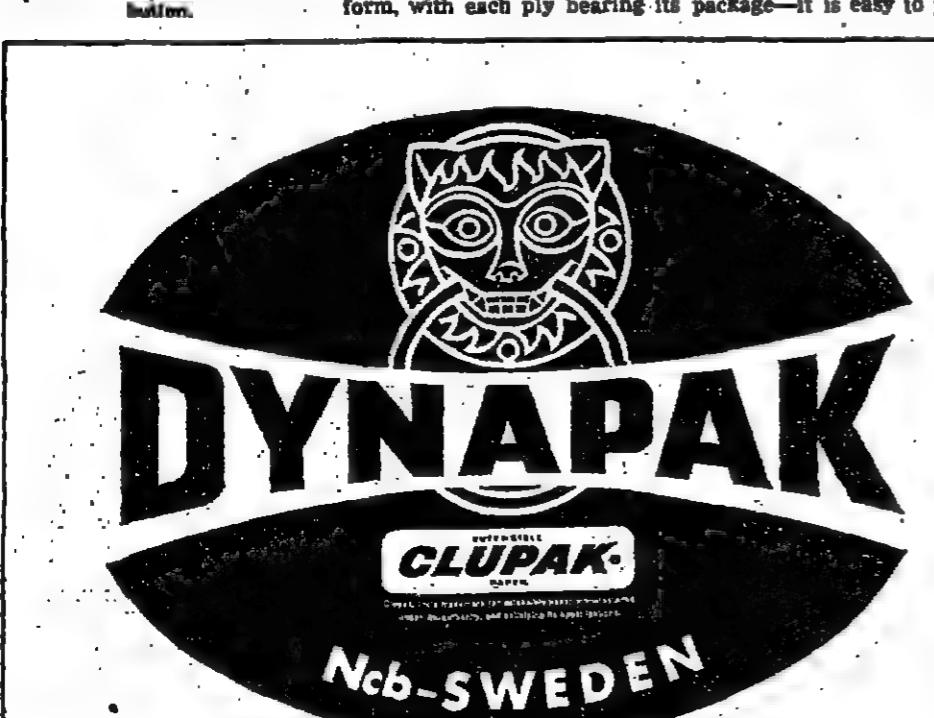
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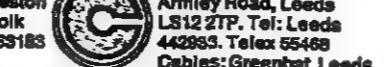
The new tuber/printer/pre-printer combination from Convertapak has exclusive features for supreme cost effectiveness with minimum downtime. The combination of high-speed tuber with 4-colour pre-printer offers in-line printing and simultaneous pre-printing for complete flexibility. Convertapak's range also includes conventional tubers, printers and pre-printers, as well as bottomers, complete sewing lines for both paper and polypropylene conversion and all multi-wall sack factory ancillary equipment.

Greenbat Convertapak. The paper sack experts

Enquiries to: Colin Grapes Limited
Managers of Sales and Technical Services

Colin Grapes Limited
Sussex Road, Gorleston
Gt. Yarmouth, Norfolk
Tel: Gt. Yarmouth 63183
Telex: 97249

Works: Greenbat Limited
Armley Road, Leeds
LS12 2TP. Tel: Leeds
442883. Telex: 55468
Cables: Greenbat, Leeds



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* Multiwall paper sacks reinforced with TyPar®

* TyPar is Du Pont's registered Trade Mark for its spunbonded polypropylene

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Members of the Paper Sack Development Association & Eurosac

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*In nearly 50 years,
Reed Medway
have packed in
quite a lot.*

Next year Reed Medway will have a little

jubilee of their own to celebrate.

50 years in paper sacks plus 30 years

in packaging and handling equipment and

20 years in waste collection systems.

There's no substitute for experience.

Reed Medway Sacks Ltd and

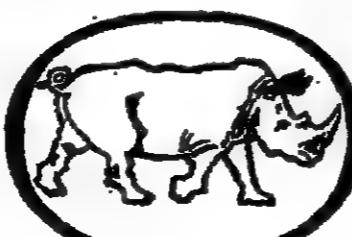
Reed Medway Packaging Systems Ltd

will continue to serve industry and

public authorities at home and abroad.



Aylesford, Maidstone, Kent.



مختبر الأحاجي

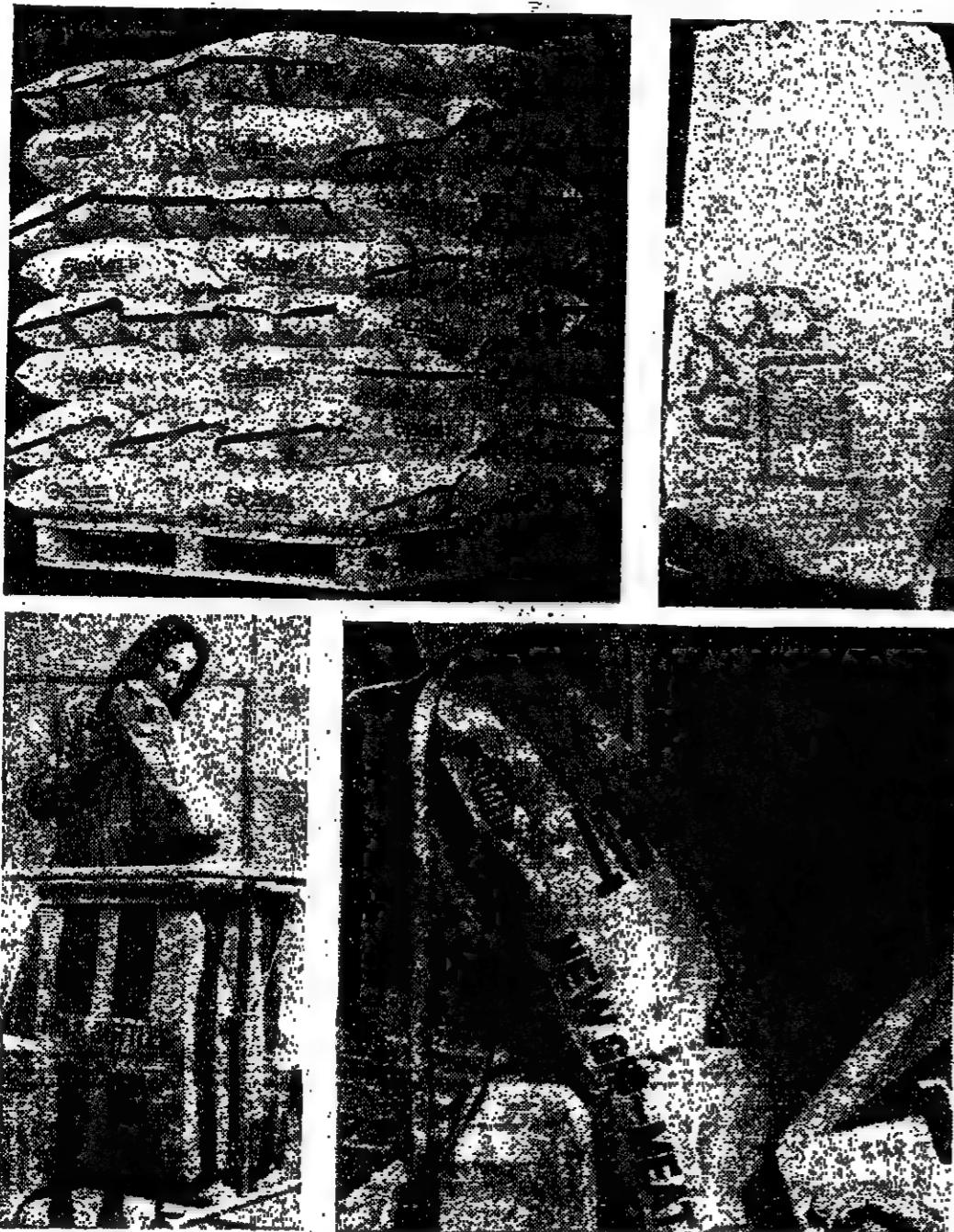
ADVERTISEMENT

كتاب من الأفضل

Improved graphics add a new look to paper sacks



Improved printing techniques have made a huge contribution to the paper sack industry, as may be seen by the variety of eye-catching graphics pictured above. Whether filled and stacked for despatch (below left), in use (below right and bottom left) or being flattened and shaped before palletisation (bottom right), the paper sack can carry a printed message, company logo or contents identification which is always clearly visible.



IT IS QUITE possible that the almost universal acceptance of the paper sack is due in no small measure to the parallel improvement in both graphics and printing techniques.

Early sacks were printed with aniline inks which were made from soluble dyes, dissolved in water or alcohol. The results left much to be desired and most observers can recall the uniformly flat and uninspired lettering in black ink on a brown background.

Today we can enjoy the results of the rapid strides made in design, inks and process, in almost all wholesale and retail outlets, garden centres, laboratories and so on.

It is worth noting here that printed sacks, and sacks incorporating coloured plies, are often used in hospitals and industry to identify particular types of waste, and this same facility is widely used as an aid to efficient stock control, with acid or alkali resistance, rub and water resistance, fast identifiable, to convey usage instructions to customers or clearly to identify hazardous materials.

ECONOMY

Printing is an integral part of paper sack manufacture, using a flexographic process. Although other processes, such as photogravure and heat set are employed, the economy, versatility, quality and simplicity of flexography make this process the first choice of most end users.

All paper sack manufacturers offer artist and studio facilities for originating or improving designs, which can range from the simple statement of the producer's name, product and statutory markings to intricate, detailed design incorporating logos, handling and storage instructions, hazard warnings and photographic reproductions. For the more detailed designs, black and white artwork is prepared and from it photographically etched metal printing plates can be manufactured in either line, tone, or a combination of both, from which a rubber stereo is made.

When considering which type of design is required, it should be remembered that the more detailed the design the more expensive it will become. In halftone printing, allowance has to be made for the preparation of the artwork.

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tion of black and white artwork and zinc master plates in the 'step' production. Additionally, such printing could reduce the press running speed and add to costs.

The four-colour printing of sacks can be supplemented by the use of coloured kraft paper as a base and good commercial colour matches can be produced from samples printed on a similar paper. The substrate, or paper, surface has a major influence on the resultant printed colour or shade. The colour printed on a light, reflective paper, would appear considerably different from the same colour printed on a darker surface. Additional variations in shade will be produced from papers of differing surface texture and porosity.

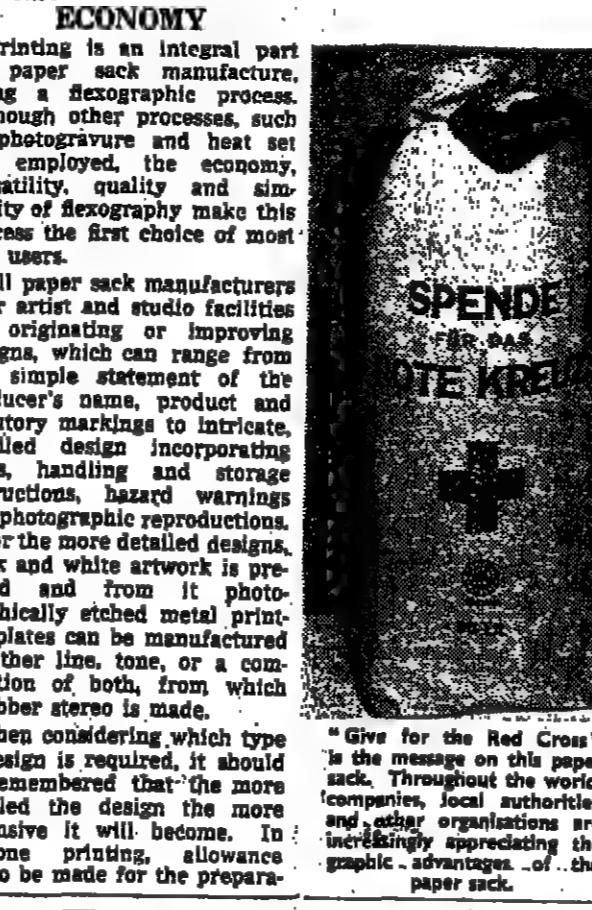
Today, printing inks can be formulated to meet specific requirements and manufactured to produce high quality prints, making contents immediately identifiable, to convey usage instructions to customers or qualities.

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Paper Sacks
Bucksburn, Aberdeen AB29AA
Tel. Bucksburn 2881

ABERTAY



"Give for the Red Cross" is the message on this paper sack. Throughout the world, companies, local authorities and other organizations are increasingly appreciating the graphic advantages of the paper sack.

With compliments
and good wishes
to the Association
from

Design + Stereo Services
Limited

Manufacturers of Hand Engraved and Moulded Rubber Stereos

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Flour or fish, potatoes or cement, fertiliser or animal feed, the common denominator is Papropack packaging.

For fast delivery of multiwall sacks designed specifically for the job in hand, contact any Papropack group company.

Papropack Ltd
Hedon Rd, Hull
tel: (0482) 781171
telex: 52273

James Paper Sacks Ltd
Direct Wire Ties Ltd
Griff Clara, Nuneaton
tel: (0682) 67921
telex: 311034

Whatever your packaging problem, Papropack will contain it.

SACK PACKAGING EXPERTISE

For over 25 years we have supplied a wide range of kraft paper sacks for industrial and agricultural packaging and distribution. We operate a personal service tailored to meet our customers' specific packaging requirements.

This service is based on our extensive experience in the manufacture of paper sacks and the packaging market and is available nationally.

For further details phone or write to:

Robert L. Fleming Limited
Seabraes Mill, 2 Perth Road, Dundee DD1 4LW
Telephone 0382-27801

Telex 76194

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DRG Sacks

Northfleet,
Gravesend,
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Please write for a brochure

A Dickinson Robinson Group Company

New range of paper sacks will meet the needs of the 1980s



Martin Buckley, chairman of the Paper Sack Development Association.



Automatic filling and closing equipment is widely available throughout the paper sack industry.

PSDA Chairman Martin Buckley reviews the present and future role of paper sack manufacture—an industry with over 50 years' involvement in packaging and distribution

FOR MANY years now the products manufactured and supplied by members of our Association have played a major part in UK industry's packaging and distribution system. Like many other traditional supply industries we have had to meet the challenges to our market posed by new products, new manufacturing techniques and alternative packaging systems.

The fact that our industry manufactures some 1,100,000,000 sacks each year demonstrates that these challenges have been effectively met. And recent new sack applications leave us in no doubt that there is still room for further growth for the product.

During the last decade our members have developed a whole new range of sacks. This quiet revolution has involved new construction techniques and new materials, providing customers with many benefits, not the least of which is cost-saving. Hand in hand with the development of the modern paper sack our industry has also introduced new machinery and equipment designed to integrate sack packaging into today's sophisticated handling and distribution techniques.

Even in the light of the economic setbacks of the last few years we see an increasingly bright future for sack packaging. This is why our Association is now undertaking an extensive and wide-ranging educational programme to put the technological advances made in sack packaging systems before its customers and potential customers.

This programme is directed not only at industries who are traditional users of paper sacks: agriculture, chemicals, animal feeds, rock products and foodstuffs, but also to areas where new users have already utilised the advantages of new constructions and improved graphics, such as the manufacture of petfoods, frozen foods and the do-it-yourself sector.

Looking to the next few years when, we hope, the long awaited economic upturn will result in an improved industrial performance it is likely that the paper sack will continue to receive wider acceptance and use. The considerable benefits offered by a commodity which is obtained from a renewable source.

We look forward to the 1980s with confidence.

'We see an increasingly bright future for sack packaging'

source — kraft paper — are already well understood by the packaging industry. The economic benefits of a strong, low cost, light container, which is non-returnable are also equally well understood.

The pressures upon industry to hold down costs are as strong as ever. It is a fact that handling, storage and distribution can account for as much as 30 per cent of total product cost—excluding packaging. The fully integrated paper sack packaging systems offered by our members today will ensure that these costs are, as far as possible, contained.

As an industry we welcome the challenge that new production, handling and storage techniques pose. The publication of our technical manual "Paper Sacks in Packaging, Handling and Distribution," the first of its kind in the world, demonstrated the need for any industry to provide this type of information to its customers.

POSITIVE

Over 5,000 requests, from all over the world, were received by the Association for copies of the manual prior to its publication. And we believe that by quantifying the information about our products and its application we are both preserving its effective life and expanding its use.

As an industry we are committed to working closely with our customers to ensure that our products will continue both to meet their needs and to make a positive contribution to their profitability.

We look forward to the 1980s with confidence.

DEAL WITH THE STRENGTH OF BOWATER SACKS.

Bowater bring you all the advantages of dealing with a big company.

A product development programme. Continuous investment in modern plant and the latest technology. Sacks that are made from the finest available materials.

So you can be assured of a high quality, cost effective sack to suit the requirements of your product.

And, of course, you can trust Bowater to be there when you need them.

But being big doesn't mean we're impersonal. Your business is important to us. That's why we've geared ourselves to satisfy your demands with a personal service.

So if you have any sack problems, call us at the number below. And deal with the strength of a big name you know.

Bowater Sacks 

Bowater Industrial Packaging Ltd,
Sack Division,
North Road Industrial Estate, Ellesmere Port,
Wirral, Merseyside L65 1AQ.
Telephone 051-355 1951



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Plastic Sacks & Pallet Covers

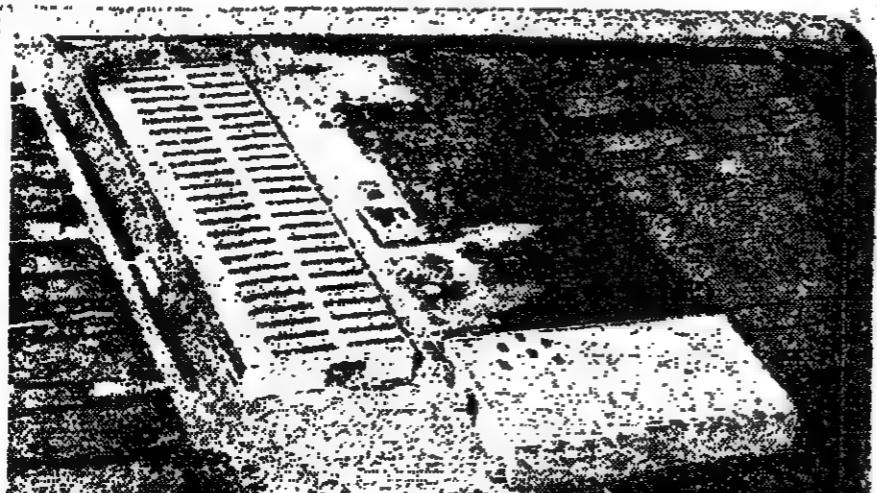
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Lin Pac Sacks are serving industry nationally and internationally



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GROUP**

A.&S. HENRY & CO. (PAPER SACKS) LTD.

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FOR ALL USES**

**SOLE U.K. makers of HERMETIC MULTIWALL SACK
THE PAPER SACK WITH LOOSE POLYTHENE INNER PLY
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**Apply the 3-way check
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Flexer Quality 

We've been making good sacks for 65 years. So it's hardly surprising that our modern production lines down at Brighton turn out an absolutely first class, quality-controlled product.

Flexer Prices 

Every economy of high speed production is working to keep our prices where they'll always be—at the keenly competitive level.

Flexer Service 

Flexible enough to meet your special requirements precisely. Reliable enough to deliver what you want, when you want it.

PS. We make plastic sacks too.

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Tel. (0273) 419722

Please send me further information
about Flexer paper sacks.

NAME

COMPANY

ADDRESS

TELEPHONE

**Flexer
SACKS LTD**



Derek Crouch (Contractors)

LIMITED

Extracts from the Report and Accounts for the year to December 31st, 1977 and the Statement of the Chairman, Mr. D.C.H. Crouch

	1977	1976
	£'000	£'000
Turnover	50,054	28,002
Earnings before tax	2,467	1,817
Taxation	1,215	812
Extraordinary Items	10	—
Dividends	336	301
Earnings Retained	928	704
Earnings per Share	12.91p	10.36p

Dividend
An increased final dividend of 2.785p per share is recommended making a total of 3.9387p for the year against 3.5288p for 1976.

Results
All sections of the business have performed well in 1977 with all operations meeting expectations.

Resolution
A revaluation of plant and machinery has produced an excess over book value which is not reflected in the accounts of £9,956,000.

Future
In the United States we have taken a substantial interest in a new company formed to take over the assets of an existing business involved in strip mining coal. We shall act as operators in this venture in addition to being large stockholders. It is expected that a small profit may be forthcoming from this operation this year. We anticipate an expansion in our business and an increase in profits for 1978.

Head Office: Peterborough PE6 7UW
Telephone: Peterborough 222341 Telex 32129

MANCHESTER GARAGES LTD

FORD MAIN DEALERS

Record Trading Profits

Year ended 31st December	1977	1976
Group Turnover	£11,573,743	£8,706,241
Group Trading Profit (before interest)	£533,878	£349,207
Group Net Profit (before tax)	£444,108	£268,286
Dividend—Ordinary 0.85p per share	0.85p per share	0.85p per share
Preference 3.5%	3.5%	3.5%

Extracts from the Chairman's Statement.
"Profit increase of 73% on turnover of 15%."
"First two months of 1978 show increase over 1977 profit level."
"90.6% of shareholders take up Rights Issue entitlement."
"New truck dealership to be officially opened on 31st March, 1978, by the Chairman of the Ford Motor Company Ltd."
"Actively pursuing an acquisition and expansion policy."
R. A. Stodley Chairman and Managing Director
The Annual General Meeting will be held on Thursday 27th April, 1978, at Oxford Road, Manchester, 13.
Second interim ordinary dividend of 0.685p net per share to be paid 7th April 1978 to shareholders on the register on 8th February 1978.

Adams & Gibbon Ltd.

Extracts from Chairman's Address

"The group net profit before taxation earned in the year ended 30th November 1977 amounted to £559,000 compared with £352,000 in 1976.

In our interim report we referred to the severe shortage of new cars which we experienced in the first six months of 1977, and although the new car delivery situation from Vauxhall Motors did subsequently substantially

improve, this improvement came too late in the year for us to take advantage of the peak new car selling period.

Although the 1978 trading year has commenced only modestly, our current new vehicle stock and delivery situation is substantially improved as against early 1977 and if the current weakness of the used car market can be overcome, the board are of the opinion that the group should again be in a position to report increased earnings for the year".



Vauxhall/Bedford, Opel, Datsun, Citroen, Toyota Dealers

Rotaflex

Rotaflex (Great Britain) Ltd.

Pre-tax profits increased by 35%

Year ended 31st December	1977	1976
TURNOVER	£17,969,800	£13,821,700
PROFIT BEFORE TAXATION	£1,533,700	£1,135,900
EARNED FOR SHAREHOLDERS	£543,600	£466,600
DIVIDEND PER SHARE (NET)	1.5998p	0.8669p
EARNINGS PER SHARE	6.7p	5.0p

With strengthened management, additional manufacturing capacity and improved financial position the company is ready to take advantage of the economic upturn when it occurs.

MICHAEL FRYE, CHAIRMAN.

The Annual Report and Accounts are available from the Secretary, Rotaflex (Great Britain) Ltd., Rotaflex House, 241 City Road, London EC1P 1ET.

MINING NEWS

Prospecting by Satellite

BY PAUL CHESTERMAN

MAJOR U.K. natural resources require with existing geographical and groups like Consolidated Gold geochemical exploration techniques.

Turnover — 50,054 28,002
Earnings before tax 2,467 1,817
Taxation 1,215 812
Extraordinary Items 10 —
Dividends 336 301
Earnings Retained 928 704
Earnings per Share 12.91p 10.36p

The organisation is the Geoscience Committee, based in San Francisco. It was established in 1976 and is financed by 100 mining and oil groups, mainly from the U.S.

Dr. Frederick Henderson, Geoscience's president, arrived in London yesterday and expects to hold discussions with British companies whose exploration effort is extensive enough to make more satellite information on the earth's resources a useful tool.

This is the first systematic attempt made by Geoscience to broaden the geographical base of its membership and reflects the desire to fashion an international approach to the problems of satellite use.

Geoscience over its existence has made a significant contribution to the development of the industry, and the latest news from the company is that feasibility studies are taking place but that it will be more than a year before conclusions can be drawn and recommendations made about possible development. An area of new resources must be speeded up to meet strategic and consumer needs.

Although Geoscience has opened channels to the European Space Agency and the French authorities who plan to launch a satellite in 1983 to map the features of the moon, the features Geoscience is keen to see in U.S. satellites, the main thrust of its policy has been directed towards the U.S. National Aeronautics and Space Administration (NASA).

Geoscience wants NASA to incorporate in its satellites sensing systems of direct use to the mineral groups. It has succeeded in having an additional wavelength added to the thematic bumper for LANDSAT-D in the 1978 budget period. This will yield information about alteration zones and be an aid in differentiating genetic rock types.

It wants now the incorporation of a mapping system called STEROSAT, which will provide digital images, a large format camera and radar.

All these are essentially mapping devices, of optimal use in areas as far poorly surveyed, which may be used in conjunction for a further six years of production.

Hamilton Gold Mining Areas of London has earned a 10.67 per cent. interest in the Terriglen

wolfram venture in Australia, but will not proceed to acquire an additional 20 per cent. The company stated that other joint ventures are Pacific Copper with 33.5% per cent., G. A. and L. Shepherd with 20.41 per cent. and Messrs. Gase and Arakinda with 5.34 per cent.

Saint Helena, the South African gold producers in the Union Corporation group, estimate that its No. 2 shaft will be ready for commission for at least two weeks.

There was an accident in the area last Monday, which resulted in the redeployment of staff to the No. 8 shaft area. A survey of the damage is taking place and water is rising at the shaft bottom, but

there is no danger of flooding. The shaft was 500' yesterday.

★ ★ ★

Hunting Geology and Geophysics of Borehamwood has been awarded the contract for the first airborne geophysical survey in Ireland for uranium. It has been signed with Aquitaine Mining Ireland, a subsidiary of Elf-Aquitaine, the French oil and minerals

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★ ★ ★

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company.

★ ★ ★

AMERICA'S Houston Oil and Minerals has discovered a new gas field on its West Loper property about 85 miles west of Corpus Christi, Texas. The rig is now on location in 45 to 50 days. The company expects to drill its first test in Block 576 about May 1.

An offset location is currently drilling and several other wells are planned to further evaluate the new field. The company owns a 100 per cent. working interest and an 80 per cent. net interest in the 9,500 acre lease.

Houston Oil is also completing an agreement for the use of a semi-submersible drilling rig in the Baltimore Canyon offshore New Jersey. The rig is now to move from the North Sea and will be on location in 45 to 50 days. The company expects to drill its first test in Baltimore's Block 576 about May 1.

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Houston Oil is also completing

Scottish Equitable plans £8m. U.S. investment

The Scottish Equitable Life Assurance Society regards the U.S. equity market as having far greater investment potential than the U.K. market over the next two years, and arrangements are in hand to invest £2m. on Wall Street this year.

This was stated yesterday by Mr Ian Henderson, the company's investment manager, in a meeting in London to disclose the 1977 results of the company. He also revealed that the company would continue to put about 70 per cent of its new money into the fixed-interest sector and continue to expand its property holdings, with more emphasis on industrial and retail holdings.

The company invested £36m. in the gilt market in 1977, three-quarters of which were made in the first six months when yields were at their highest. About £7m. was put into equities, much of this being through the taking up of rights issues and £1m. in property. The annual report and accounts show that the company has started investing in woodland holding in three separate areas, including 3,000 acres of Kenmure Forest on the shores of Loch Lomond. Henderson pointed out that this was a long-term investment which fitted in with the company's future liabilities.

Premium income in 1977 rose by 43 per cent to £53m. from £37m., thanks to single premium annuities rising from £5m. to £15.4m. Investment income jumped by 24 per cent to £23.7m. from £19.1m. Claims rose by 57% to £90.3m. due to increasing claims from the maturing of £7m. of income bonds. Commission and expenses were up 51m. higher at £8m. and there was a transfer from investment reserve of £17.5m. The final at the end of 1977 stood at £262m. compared with £197m. at the beginning.

Mr Ernest Dawson, in his annual statement, reports record new annual premiums for 1977 arising from an upsurge in business towards the end of the year.

T. Clarke expands by £100,000

SECOND HALF profit ahead from £20,660 to £20,815 enabled T. Clarke and Co., an electrical contracting group, to end 1977 with a higher pre-tax figure of £427,556 compared with £325,073. Turnover advanced to £12.83m. against £12.72m.

At halfway, the directors said that the group was continuing to advance both turnover and profitability and anticipated that 1977 results would reflect a continuing improvement.

Full-year earnings are given as 3.74p (3.65p per 10 scrip issue) and the dividend to 10 is raised to 2.125p (1.012p). A three-for-10 scrip issue is proposed.

After tax of £228,285 (£169,784) net profit was up from £168,279 to £188,571.

First half decline by Nelson David

Due almost entirely to a decrease in unit sales of vehicles, taxable profit of Nelson David, the vehicle retailing and repair group, fell from £47,584 to £18,907 for the half year to September 30, 1977. Turnover was higher at 24.1m. against £23.7m.

The directors state that the fall

in unit sales was particularly evident in the Vauxhall/Bedford franchises, where lack of supply resulted in a loss of throughput. However, this has been rectified to an extent in the second half, they say.

For the whole of the previous year, a pre-tax surplus of £58,000 was recorded.

First half tax took £10,000 (£24,000) and profit was struck after interest of £7,586 (£60,518). Earnings per 10 share are given as 0.16p (0.12p), while again no interim dividend is recommended.

The last payments totalled 0.5p net in respect of 1977-78.

Steps were taken to reduce the group's borrowing, including the closure down of the British Garage, which was making losses and the reduction in new vehicle stocking commitment at Bowland Motors.

A garage site in Wrexham was sold, net proceeds amounting to £62,151, while a parcel of land of 0.66 acres has been retained to the rear of the premises with negotiations in progress for its disposal. The cost of the entire property was £23,403.

The business operated from the premises will now employ sufficient numbers of qualified employees, the directors add, and the disposal of the property and the consequent realisation of assets employed will have a considerable beneficial effect on future group interest charges.

The directors report that although there were prospective purchases for the London property, they have withdrawn their offer. When the rationalisation programme has been completed, they will look to the generation of higher profits from a healthier capital structure.

Advance seen by Adams & Gibbons

If the current weakness of the used car market can be overcome, the directors of Adams and Gibbons expect to be able to report increased earnings for the current year. Although the trading year has begun only modestly, the company's current new vehicle stock and delivery situation is substantially improved over the position in early 1977. Mr. Gordon Adams, the chairman, tells members:

"Total taxable profit was down £58,046 on sales of £182.7m. (£15.36p) for the year to November 30, 1977, as reported on February 26. The net total dividend is raised to 4.35p (3.85p) per 25p share."

Working capital at year end showed an increase of £218,633 (£372,709) with bank overdrafts lower at £1.25m. (£1.35m.). Capital commitments amounted to £209,000 (£238,000) of which £17,000 (£16,000) had been authorised but not contracted.

The company's successful efforts to comply with the Price Commission's profit margin controls and to eliminate previous excess eroded current earnings, Mr. Adams says. In the second half of the year there was extreme price competition from the major oil companies in the areas of the group's ICI petrol outlets, which limited their earnings contribution.

Meeting, Newcastle on Tyne, April 7, at 11 a.m.

UNION DISCOUNT

Union Discount had been able to maintain a reasonable running margin of profit on assets and had made a satisfactory start to 1978. The annual meeting was told.

Hoover set for better year

AFTER A difficult year, in which group profits fell from £17m. to £12.2m., Mr. P. C. Boon, chairman of Hoover is looking to 1978 with some optimism which he hopes will prove to be justified.

Further reduction in direct tax plus other Government measures should result in some expansion of the U.K. industry for domestic appliances. Although he does not expect any improvement in market conditions in the first quarter he hopes that the anticipated tax changes will improve the conditions progressively.

The chairman feels that the situation overseas may well be similar. He hopes that the economic situation in Europe will start to improve and new products will assist penetration into these markets even further.

Mr. Boon says that the group is in good shape to meet this situation since it will, towards the end of the first quarter, launch major new products which will be at the forefront of the group's marketing programme for the year.

The chairman feels that the depreciation and sales cost adjustments are important factors in viewing profitability but because of present uncertainties the net monetary asset adjustment suggested by the Hyde report has not been shown.

Meeting, Perivale (Middlesex), April 8, at 10 a.m.

Referring to 1977 the chairman points out that as a matter of policy the group maintained external production levels in order to keep the workforce in employment. This has resulted in stock up from £41.47m. to £59.79m. at the year-end with a corresponding reduction from £22.16m. to £10.68m. in cash balances.

Expenditure contracted for at December 31 stood at £52.52m. (£52.1m.) and a further £28m. was authorised but uncommitted.

A current cost statement of accounts shows an adjusted profit before tax of £5.32m. (£4.8m.) for the year ended December 31, 1977.

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Meeting, Perivale (Middlesex), April 8, at 10 a.m.

Trading at F. Pratt Engineering was still patchy but the current year as a whole should prove more satisfactory than last time.

Mr. A. M. Galliers-Pratt, chairman at the annual meeting, Any increased profitability will be shown mainly in the second half, he pointed out.

The chairman says that he is confident that the new washing machine to be introduced this year will further consolidate the group's position in Britain while enabling further gains to be made in overseas markets.

MONEY MARKET

Confused trading

Bank of England Minimum Lending Rate of 61 per cent (since January 8, 1978)

Conditions were rather confused in the London Money Market yesterday. It was the third Wednesday in the month and therefore published figure day for the banks. Continued fears about possible reimposition of "corner" restrictions made the discount houses a more attractive home for surplus funds than the overnight interbank market once again, but day-to-day money was probably taken at around 61 per cent.

There was a considerable difference between Reserve Asset funds lent to the houses and from the discount houses, but this situation was less influenced by the sector than on the same day.

Banks brought forward surplus balances, there was a fall in the note circulation, and the market was also helped by redemption of discount bills paid 51-61 per cent for secured call loans at the start, and may have picked up gilt-edged stock.

On the other hand there was a fairly large net take-up of Treasury bills to be sold at 41 per cent, although these were obviously caught out by the "corner" rules.

Discount houses paid 51-61 per cent for secured call loans at the start, and may have picked up gilt-edged stock.

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AMERICAN NEWS

Court fight likely over navy ships

By JOHN WYLES

The U.S. NAVY is considering seeking a court injunction to prevent General Dynamics from halting work on 16 nuclear-powered submarines in support of the company's demand for increased contract payments.

This increasingly bitter confrontation escalates the growing row between the navy and its shipbuilders over claims for additional payments to meet unanticipated costs. Shipbuilders' claims now amount to a record \$2.7bn, and the accusations being swapped by the adversaries closely parallel similar disputes between navies and their shipbuilders in Europe, particularly Britain.

General Dynamics filed a claim in December 1976 for an additional \$544m on its \$1.4bn con-

tracts. The company claims that the navy had delivered engineering plans and design specifications which were "grossly defective and seriously late to schedule." In addition, more than 33,000 design revisions had completely disrupted the company's production line.

General Dynamics has delivered two of the SSN638 submarines and says that work on the other 16 will be stopped on April 12 unless the navy shows signs of agreeing to a settlement which would be fair to the company and its shareholders. Halting the work would affect nearly 13,000 workers employed at the company's electric boat shipyards at Groton and Quonset Point, Rhode Island.

This conflict between the navy and General Dynamics, and similar arguments with its other

which were partly due to inade-

quate productivity in the shipyards and partly to contracts that were "not written carefully enough."

Credit for the navy's hardened attitude to the shipbuilders is generally given to Admiral Hyman Rickover, its director of nuclear propulsion and once an important figure in the naval career of President Jimmy Carter. Admiral Rickover has several times claimed that shipbuilders have no compensation about "ripping off" the navy and that they inflate their claims to cover costs for which they, not the navy, are responsible.

Roughly two-thirds of the claims against the navy involve the construction of nuclear-powered ships and submarines whose supervision is Admiral Rickover's responsibility.

Only last week, Mr. Harold Brown, the Secretary for Defence, acknowledged that the navy's shipbuilding programme was "plagued by difficulties"

and the work would affect nearly 13,000 workers employed at the company's electric boat shipyards at Groton and Quonset Point, Rhode Island.

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which were partly due to inade-

Optimism at Sea Containers

NEW YORK, March 15.

REPORTING A 73 per cent. rise in net profit for 1977 to \$26.1m. Mr. James P. Sherwood, president of Sea Containers takes an optimistic view on the outlook for world shipping trade. "We tend to discount recession fears insofar as world trade is concerned."

Net output for the year was \$3.45 a share, against \$2.00 per share for the previous year. Excluding foreign exchange gains, the figure comes out at \$22.5m., an advance of 70 per cent. over the \$13.8m. earned in 1976. Revenue for the latest year rose 56 per cent. to \$80.2m.

During the year the group spent \$132m. on container equipment and \$10m. on the purchase of other assets. Commenting on the figures, Mr. Sherwood says he does not believe there "will be any general surplus of container space." Many new trade routes are only beginning to develop. Perishables and Sea Containers' forestry products and parcel liquids are starting to move in containers." Agencies

Quebec backs asbestos search

By ROBERT GIBBONS

MONTREAL, March 15.

THE Quebec Government, now negotiating with General Dynamics of the U.S. to take control of Asbestos Corporation, is backing further exploration for fibre reserves in the Chibougamau area, 250 miles north of Quebec city.

The Government will pay up to half the \$180,000 exploration programme planned by McAdam Mining Corporation in

the area, and could take a 25 per cent. interest in development if an asbestos deposit is found. This would be equal to McAdam's interest. The balance of 50 per cent. would be taken by the Canadian-controlled Campbell Chibougamau mines, which holds mining rights on the exploration area.

There are several major known fibre deposits in north western and north-eastern

Quebec. The only one operating is the Ungava mine of Asbestos Corporation. One major property capable of immediate go-ahead to development at a cost of over \$530m. is located in the Abitibi area of Quebec, and is controlled by Brinco, a

second major company near Chibougamau, is further from development but is also controlled by Rio Tinto-Zinc group.

The dealers were supposed to modify the catalytic converters to be on up to 180,000 Volkswagen vehicles. Perishables and Sea Containers' forestry products and parcel liquids are starting to move in containers." Agencies

The investigation centred on emissions tests last December on a number of Buick Sabres. GM has now been informed that the investigation was "criminal in nature" and concerned not only the company but also individual employees.

The EPA had demanded the surrender of certain documents within 2 hours and intended to interrogate a number of employees. As a result GM was seeking a declaratory judgment in a Federal Court on whether the EPA has the authority "to conduct a criminal investigation of GM employees on the premises of the Buick plant in Flint, Michigan."

Meanwhile, General Motors' 100,000-a-year facility is expected to be completed by mid-1981.

Reuter adds from Chicago: "be completed by mid-1981."

Reuter adds from

IRELAND II



Prime Minister Mr. Jack Lynch.

IRISH POLITICS are obscure, and Irish electors are inscrutable. Not just to outsiders, who last June watched what had been widely heralded as a neck-and-neck General Election turn on polling day into a landslide rejection of the Government, but to the Irish themselves.

It was not until four days before the election that Prime Minister Liam Cosgrave's Fine Gael-Labour coalition Cabinet realised from constituency-by-constituency surveys that the Dublin newspapers together with their own experts had seriously miscalculated the swing to Mr. Jack Lynch's Fianna Fail Party. Mr. Cosgrave was forced suddenly to recognise that his decision to hold an early election, rather than wait until October when the economy would more clearly have emerged from the recession, was at fault.

Departures

Shortly after Mr. Lynch took office with his record 20-seat majority in the 148-seat Dail (lower house), Mr. Cosgrave resigned from active politics and was followed into retirement by his former deputy, Mr. Brendan Corish. The two conflict. The issues the voters party chiefs' departures and the were interested in were triumphant return of Mr. Lynch were not, however, the most significant features of the election result.

The Cosgrave Coalition's confident hopes of a second term were largely based on the constituency redrawing it had introduced shortly after ousting Fianna Fail in 1973. Counting festo strategy for economic

have for generations stuck more or less rigidly to family loyalties, voting as their fathers did. The coalition's gerry-mander of the multi-seat Irish constituencies was designed to capitalise on these recognised political patterns.

It backed badly, and in the complex arithmetic of proportional representation the scheme that was designed to limit Fianna Fail gains in key constituencies in fact accentuated them. Much more to the point, though, Irish voters in the 1977 general election for the first time deserted their traditional party loyalties. The implications of this are that, in the last quarter of the Twentieth Century, Irish politics are at last beginning to reflect the Left-Right tug o' war.

And even in the aftermath of last year's election upset it is still hard to tell at a glance which of the two major political parties stands where in the socialist-conservative spectrum. The foundation of both Fianna Fail and Fine Gael lies in the 1922-23 civil war over the recognition and acceptance of Ulster.

Fianna Fail remains the anti-partitionist party and Fine Gael's supporters are the "Free Stater" whose aspirations to a united Ireland are less militant. The parties' fundamental split over the partition question has long eclipsed the more ideological debates that have dominated most other sophisticated parliamentary democracies.

Yet all the Cosgrave Coalition's efforts to turn Ulster policy into a prime election issue failed. Former Posts and Telegraphs Minister, Dr. Conor Cruise O'Brien, was not the only member of the Cosgrave Government who sought to arouse fears that Fianna Fail's nationalism could drag the Republic down into the Ulster conflict. The issues the voters were interested in were the economic. And having had the misfortune to come to power only months before the recession began to bite, both Fine Gael and Labour were to find that their supposedly reliable supporters deserted them in unprecedented numbers in favour of Fianna Fail's ambitious manifesto. Counting festo strategy for economic

future development in Irish politics, next to these imperceptible semi-ideological shifts within the parties, will be the image. There is George Colley, the identity of the man who leads the party's instinctive General Election. Mr. Lynch is at present the character as the "businessman's undisputed leader and the friend." There is also political architect of his party's crushing newcomer Professor Martin O'Donoghue, 43, currently gentle, avuncular appeal to the Economic Planning Minister electorate was a major factor, who not unnaturally appears to be in his mid-sixties. There has of power and a benign dirigism, been a succession of unsound reports since he whose strength is that he is new. He is a dark horse outsider, failing health. It could be that enemies and is Mr. Lynch's all of these are without substance, even though the toughest contender is Mr. Haughey has been shrewdly building on his reputation as a first class administrator, although it is his republican sympathies that would be at issue.

Dr. Garret Fitzgerald, leader of Fine Gael.

Haughey has been shrewdly building on his reputation as a first class administrator, although it is his republican sympathies that would be at issue.

Giles Merritt

Slim

Right now, the chances of that still seem slim. The Lynch Government's purposeful plans for capitalising on the economic boom to restructure the economy, combined with the opposition party's disarray, make it hard to foresee the overturn of Fianna Fail and its massive Dail majority. What is certain, though, is that the next election will be fought on more recognisable Left-Right terms. Unless

Mr. Lynch's interventions in the Ulster question unintentionally precipitate a dangerous crisis, partitionist politics are dying.

In the few months since he succeeded Mr. Cosgrave as Fine Gael's leader, Dr. Garret Fitzgerald has not only made

voice in opposition but has also sketched out the shape of the party he is now rebuilding. It is probably fair to say that from Dr. Fitzgerald's point of view the Fine Gael party he took over was not so much shattered as anachronistic. He himself

was also well aware that one of

the cardinal mistakes the

Cosgrave Coalition made during

last year's election campaign

was to tell Irish voters, whose

Possibly the most important

relations are particularly bad.

Ireland is neither at the top

nor the bottom of the world

league in this respect. But

until recently the Industrial

Development Authority, which

is responsible for attracting

foreign investment to Ireland,

was using the supposed docility

of the Irish labour force as a

selling point in its advertising.

It is not that Irish industrial

recession is particularly bad.

Industry has been claiming

that if the policies are right it

is equal to the task. Before the

Budget, the director of the

Confederation of Irish Industry,

Mr. Liam Connellan, predicted

that if industry were given the

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to fall.

The closure would have been

significant in any circumstances.

Irish industry is still domi-

nated by small enterprises and

the Ferenka closure was the

biggest single loss of jobs in

the history of the Republic.

What made it even worse, how-

ever, was that it came at the

end of a bitter strike over union

recognition.

The general view is that this

was essentially an inter-union

dispute and that it was the

direct cause of the Ferenka

closure. This view, not

altogether surprisingly, is hotly

disputed by the trade union

movement. And it is true that

the Limerick factory, which

was never a profit. By the

time it closed, its total losses

were estimated at £16m.

It also had a history of

troubled industrial relations,

although it is fair to say that

most of these were at the con-

struction stage. Nor did it ever

achieve anything like full pro-

duction, although after the oil

crisis there was in any case a

surplus of its product on the

world market.

But the strike coincided with

an improvement in demand and

the plant was out of production

at a time when it could reason-

ably have expected to sell all

the steel cord it could make.

And if the dispute was not —

as the unions claim — an inter-

union one, to the outside

observer it bore an uncanny

likeness.

It involved two unions — the

Transport and General Workers, Ireland's biggest

union, and the Marine Port and

General Workers. The ITGWU and MPGWU had been their

battles before and the latter

left the Irish TUC some years

ago after a row involving the

ITGWU.

Dispute

This time a group of workers

in Ferenka left the Transport

and General to join the

MPGWU, which then sought

negotiating rights for its new

members. Hence the appear-

ance, assiduously cultivated at

times, that the dispute was an

"ordinary" one between union

and management. But manage-

ment were well aware that to

concede the MPGWU's case

would immediately bring them

into conflict with the other

union and they apparently felt

the merry-go-round was endless.

So Ferenka closed down,

leaving worrying implications

for a broad spectrum of Irish

industry. The first is labour

relations. When the plant shut

down the same two unions were

involved in another dispute over

which should unload chemicals

at Dublin docks for the giant

Asahi textile plant now coming

on stream in Co. Mayo. Few

believe it a coincidence that

they sorted out their differences

shortly afterwards.

That, however, will hardly be

enough. The beginning of this

year has been marked by what

may be the final eruption of a

long-running dispute between

the Post Office and its engineers.

The consequent disruption of

internal and external commun-

ication cost Irish industry, by

IRELAND III

Changing economic climate

IRELAND'S ECONOMIC climate inflamed, now it is working hard to-day almost the reverse of to inject a note of cold realism of a year ago. In terms that will tone down some of the euphoria, Ireland has climbed dramatically from the bottom ranks of the EEC league tables to the top of the growth charts. Its GNP growth during 1977 was, at 5.1 per cent, twice the EEC average; inflation was reduced to half the Republic's 1976 rate of over 20 per cent; Irish manufactured exports outstripped other EEC members' best efforts by rising 20 per cent, by volume, and in Dublin the small and normally lacklustre stock exchange outperformed the London market for a while.

These achievements are being looked to by the Irish as merely the start of an unprecedented boom, that by the early 1980s should have revitalised the country's industrial structure. In the popular view, the gloom over Ireland's future that differed attitudes in 1976 and the early months of last year has been replaced by an almost boundless optimism.

Paradoxically, the Irish Government's view of the economy hopes of being one of the very few European Governments to ignore some of the more unpalatable truths about Ireland's structural economicills, the new Lynch Government is preparing to meet them head on. There

Trends

The key to these two apparently contradictory trends is, of course, that the present Fianna Fail Government, last June ousted the coalition Fine Gael-Labour Government in a landslide general election. At the beginning of last year the coalition knew that the sensitive export-oriented Irish economy would shortly pick up speed as world trade accelerated. Its successor, with the sense of security that comes from a record 20-seat majority in the 148-seat Dail (lower house), is concerned that the present economic boom must not be frittered away but economic performance by the early 1980s, and it must go to the polls by mid-1982, and is therefore seeking to temper the electorate's expectations.

Whatever the politicians' ulterior motives, though, the upturn has been a widespread impression that whereas Mr. Liam Cosgrave's coalition tended to ignore some of the more unpalatable truths about Ireland's structural economicills, the new Lynch Government is preparing to meet them head on. There

BASIC STATISTICS	
Area	27,136 sq. miles
Population	3,192,000
GNP (1977)†	£5,323m.
Per capita	£1,668
Trade (1977)†	
Imports	£3,082m.
Exports	£2,516m.
Imports from U.K.	£1,484m.
Exports to U.K.	£1,182m.
Exchange reserves (end-1977)	£1,208m.
* Provisional	

Imports

Exports

Imports from U.K.

Exports to U.K.

Exchange reserves (end-1977)

* Provisional

is a lot of truth in that assessment, for putting the economy on to a sound footing is Mr. Lynch's top priority.

Mr. Lynch's Cabinet reflects a wide variety of factors—lower inflation, higher investment and productivity, improved

balance of payments and pro-

tectionism.

It's a lot of truth in that assessment, for putting the economy on to a sound footing is Mr. Lynch's top priority.

The Central Bank and a number of respected economists do not think it can be done. They have been warning that Fianna Fail's dash for growth relies on that concern. Mr. George Colley, the Deputy Premier, is Finance Minister, and Dr. Martin O'Donnoughue, an economics professor who has just entered national politics as Mr. Lynch's own influential protégé, is Minister at the head of the newly-created Department of Economic Planning and Development. In spite of the inevitable Dublin rumours that Mr. Colley and Dr. O'Donnoughue are in competition for the mantle of "economic supremo," the signs are that for the present they are partners in a calculated and ambitious economic policy gamble.

Its objectives are straightforward enough. By the end of 1980, which is the limit of the three-year strategy period encompassed in a recent White Paper on economic development, Fianna Fail aims to have almost halved unemployment, pegged inflation to 5 per cent a year, reduced public spending from the 1978 rate of 13 per cent of GNP to 8 per cent and sustained growth at an unheard-of (for Ireland) level of 7 per cent.

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The Lynch Government's gamble will, however, Ireland will enter the next decade in much better shape than seemed possible even a year ago. Unemployment, which Dr. O'Donnoughue has realistically estimated at 155,000 rather than the 122,000 or 10 per cent on the live register, will have dropped to 80,000. And if this year's anticipated 7 per cent growth rate is sustained, Ireland's GNP will have shot from less than £5bn. in 1977 to almost £8bn. by 1980. Fianna Fail will have begun to close what seemed an inevitable widening gap between Irish living standards and those of the rest of the EEC.

Alternatively, the gamble could fail and the Irish Republic will be saddled with crippling foreign debts. Servicing and making repayments on the State's foreign borrowings, most of which were incurred by the Cosgrave coalition during the recession, now mops up around between £1bn. and £2bn. of the equivalent of all income-tax revenue. The total national debt is £4.5bn., and that absorbs a quarter of all State spending in servicing its debts. Yet the Lynch Government plans to increase its borrowings with the unions may well be a feature of 1978, but will certainly upset some of Fianna Fail's delicate calculations.

Giles Merritt

White Paper setting out ambi-

tions targets came Mr. Colley's

February 1 Budget setting the plan in motion. Using public sector employment and the construction industry as a flywheel,

the free-spending Budget used tax cuts and concessions to give the private sector a decided boost. Fianna Fail's concern is not just that private manufacturing industry must be stimulated in order to generate the revenues needed to pay for its strategy. It is also determined that it must be allowed to generate enough profits to undertake major re-investments.

Mr. Lynch recently said that by 1980 the rate of investment in the Republic will have risen a further 4 per cent to 31 per cent. Remarking that Irish industry's investment level would thus be close to the highest figures achieved outside the Communist countries in recent decades, Mr. Lynch added that expanding productive capacity was vital now that our public spending was close to half of Ireland's GNP.

The Lynch Government's most immediate need, however, is wage restraint. Its White Paper strategy was based on a "flexible guideline" of average wage increases during 1978 of 5 per cent. Somewhat grumpily, the Government last month accepted an 8 per cent national wage agreement struck by the employer-labour conference. Boiled down to employment, it cautioned, the pay pact might well cost the republic £400 million.

But in what looks a disquiet-

ing forecast of things to come,

the wages deal directly affect-

ing almost half the country's

workforce is already in doubt.

Ireland's two largest trade unions are unwilling to endorse

it because of a "cooling-off" clause it contains that was designed to counter the increas-

ingly poor strike picture.

Strikes in the public sector are

currently running at five times

the rate in private industry and

the Government has begun to

consider the need for "ration-

ising" the 90-plus trade unions

active in Ireland. A slowdown

with the unions may well be a

feature of 1978, but will cer-

tainly upset some of Fianna

Fail's delicate calculations.

Hard on the heels of its January

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Tourism poised for recovery

Tourism in Ireland is recovering after six years of declining fortunes. This year tourists are expected to exceed 2m. for the first time ever—a target originally set for 1970 but quickly dropped when Ireland's image became linked with violence in the North.

No one questions the fact that tourists would have exceeded the magical 2m. figure long ago but for the troubles and the occasional bombing south of the border. That figure was nearly achieved in 1969 when there were 1.9m. tourists and, to attract the extra 100,000 visitors the Dublin Government embarked on an expensive promotional campaign in Britain and the U.S. The effort was in vain. 1970 brought an increase in violence and tourist numbers dropped off dramatically. About 700,000 changed their minds about coming to Ireland.

With the number of incidents considerably reduced in the past year, the recovery has been equally dramatic and officials of the Irish Tourist Board are optimistic that the country's third most important industry can now resume the steady expansion experienced in the 1960s. Only a sudden upsurge of violence can interrupt that pattern.

The results from 1977 were particularly satisfactory. Tourist numbers grew by 10 per cent to 1.891m. and in revenue terms

were worth £232.7m., including since it was returned to power last July. It placed particular emphasis on the development of rural areas where unemployment is high.

Of the three markets which

needed commercial activity in Irish tourism, this year West panes are now concentrating on developing business during Germany alone is expected to produce 98,000 visitors, an increase of 18 per cent on 1977. April, May and June and September and October.

Another reason for staggering the inflow of tourists arises because of a shortage of hotel rooms in Dublin, Cork and a number of the main resorts during July and August. Hardly any new hotels have been built in the past decade because of the depressed market. This year only one major new hotel is being built—the 200 room Berkeley Hotel in Dublin which will rent double rooms for £33 including breakfast. A single room with breakfast will cost £22.

Prompted

Although hotel standards dropped some years ago because of the absence of reasonable profits, the improved trade of the past year has prompted many owners to undertake elaborate refurbishing schemes. The Tourist Board is also putting considerable emphasis on the quality of the "product" and may provide financial incentives to raise the standard of hotels.

With the introduction of keener fares on the North Atlantic, Ireland is budgeting for a growth of 1.6 per cent in that market, bringing numbers to 337,000. Much of the marketing effort here is done by the State airline, Aer Lingus, which itself is enjoying better trading results than some of the bigger carriers. After losses of £10.6m. in the two years up to March 1976, the airline turned in a modest profit in the following year and is due to report a surplus of over £2m. in the year just ending. The airline's trading performance is largely determined by the success or otherwise of the tourist trade. Like the Tourist Board, it is optimistic about the future. On present calculations, tourist numbers are expected to grow by one-third over the next five years. Whether they do or not may depend not on economic prosperity but the political climate on both sides of the border.

Jack Fagan



Campaign

To improve that situation, the Tourist Board is committing a bigger proportion of its £7.5m. marketing budget to the U.K. and 100 representatives of the industry are touring Britain seeking support from clubs and travel agencies.

The campaign in Britain, launched by the Minister for Transport and Tourism, Mr. Patrick Faulkner, shows signs of bearing fruit. Advance bookings are considerably higher than in previous years and the Tourist Board estimates that they will have no trouble in reaching its target of 921,000 visitors. The Board has also drawn considerable comfort from the annual British National Travel Survey which has shown that almost 20 per cent of adults contacted (or a potential market of 8m. people) were interested in holidaying in Ireland "despite the present political circumstances". A similar survey in 1978 showed that only 11 per cent of adults (or an effective market of 4m. Britons) would come to Ireland.

The renewed vigour of Irish tourist interests stems mainly from the incentives provided by the Fianna Fail Government relatively highly-taxed goods.

persuaded Britain to agree to the introduction of duty-free facilities between the two countries from March 1.

Official figures show that every £1 spent by foreign tourists in Ireland generates £2.06 in additional income then arrives from European tourists within the country, while the countries have grown by 150 per cent and the Tourist Board estimates that by 1979 continental Europe will have over

— the UK, North America and Japan is founded on an interest Europe—Europe is the only one in activity-based holidays such which has no ethnic content as fishing, golf, motorcycling, horse riding and game shooting. An

This market was only developed seriously in 1970 when the important advantage of this British visitors began to stay away. In the seven years since beyond the peak summer months. In the past Ireland has tended to have a compressed tourist season, with 40 per cent of annual demand occurring in July and August.

Good times for farmers

IRELAND'S 180,000 farmers to increase production in Ireland have had their best year on record. Their net income increased by an average of 84 per cent because of favourable weather conditions, a 5 per cent. growth in output and higher prices for most commodities.

The year was also significant in that it marked the end of the transition to full EEC membership. For farmers this meant an end to the transitional price increases necessary to bring the level of Irish farm produce up to the level of prices obtaining in other parts of the Community.

Up to last January, Irish farmers were getting a much higher rate of increase in farm prices each year than their European counterparts. During the five year transitional period, the increase was of the order of 187 per cent. It is hardly surprising, therefore, that Irish farmers voted almost unanimously to join the EEC. It is they more than any other section of the country who have benefited from membership. Joining the Community gave them access to a market of 250m. people and reduced their long standing and not very profitable dependence on the British market.

After the boom conditions of the past five years, there is an increasing realisation that they cannot hope for anything like the same level of price increases as in the years ahead. In fact, the Government-sponsored Agricultural Institute is forecasting that price increases will be no more than 6 per cent, to 8 per cent, this year depending on the final package agreed in Brussels.

Irish farmers have also taken note of the widely held view that the size of the price increases in Europe have been excessive in view of the butter, skim milk powder and beef mountains, the growing consumer lobby and the influence of industrial workers. Farmers appear to accept that the bubble has burst and that increased output and a major expansion in production will be the only means by which they can maintain their incomes in line with industrial workers.

With the handsome profits from recent endeavours, artistic processing of meat products was cultural production in Ireland urgently required. He warned in the coming years is that unless this problem was virtually certain to exceed that overcome quickly Ireland would in any other country in Europe, "be left behind by our competitors." This year alone gross output will increase by at least 12 per cent.

The marketing of dairy products has by comparison, been enormously successful throughout the world. The Irish Sugar Company has also reason to be

satisfied at last with its vegetable production subsidiary, Erin Foods. The company has just prepared its first ever profit on the operation since it began 17 years ago. In that time Erin Foods

accumulated losses of up to £15m. It has now turned to the corner and company officials are predicting a steady growth in profits and turnover, now standing at £20m.

Despite the exceptional profits from the different farming enterprises, landowners again protested at the prospect of having to pay more taxes. And because it is afraid of alienating the rural vote, the Government brought in the enhanced contribution which by increasing allowances. In

particular, farmers can opt for a notional system of computing their income rather than producing detailed accounts. Even with the latest measures, only 23,000 farmers are obliged to pay tax on their incomes. Their contribution this year will be only £24m.—something which has greatly angered the trade unions whose members paid £523m. in income tax in 1977.

Pressure on the Government to increase the burden of taxation on farming will almost certainly increase in the years ahead.

Jack Fagan

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Tootal Menswear chairman

Mr. T. Stewart Davies has been appointed chairman of TOTOTAL MENSWEAR, part of the Tootal clothing division. Mr. C. H. Fletcher, now deputy managing director, has been made managing director.

Mr. Tom Wood, marketing director, has become executive director of CHLORIDE INDUSTRIAL BATTERIES, industrial operations in Europe. Mr. Simon Coates, homes sales manager at Chloride's Mallock home sales base, has been appointed director of motive power sales at the Clifton plant. Mr. Leslie Beddoe, manager of Chloride International Marketing, has been made director of standby power and export sales at the Clifton plant.

The new name for Tate Eimes (Construction Services), a subsidiary of Furness-Houlder (Incorporated) part of the Furness Works Group, is FURNES-Houlder (COMMERCIAL SERVICES), the Board of which is: Mr. R. Seymour (chairman); Mr. J. W. McLaren and Mr. R. H. Nye (managing directors); Mr. G. D. Barton; Mr. H. J. Hicks; Mr. R. E. Button.

Mr. Ronne Gei has been appointed chairman of the Board of Drexel Burnham Lambert Ltd., the Drexel Burnham Lambert GROUP, and vice-president of Drexel Burnham Lambert Inc.

HOME CONTRACTS

Qualter Hall wins £1m. NCB work

QUALTER HALL, Barnsley, is and a materials sub-circuit. Work is also being completed at Frickley Colliery, Doncaster, on the new dirt circuit. At Coventry Colliery, South Midland, equipment for air-lock and shaft-side car handling is being supplied.

TELEPHONE RENTALS LTD. is supplying mine car handling equipment and materials systems. Similar equipment is being installed at Oakdale Colliery, South Wales. At Hatfield Colliery, Doncaster, Qualter Hall equipment in January. They are supplying shaft side equipment. include installations for British equipment.

with specific responsibility for all commodity business in Europe and related areas. Mr. Gei has been with the Amex Group in their New York and London offices for over 25 years, and has been chairman and chief executive officer of Ametaco Trading and managing director of Amex International.

Mr. T. P. Thornton, a director of HUI Samuel and Co. is to be appointed a non-executive director of ROBERTSON FOODS from April 1.

Mr. John J. Chluskis and Mr. Donald Stevenson, have been elected corporate vice-presidents of INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION. Both remain vice-president of ITT Europe and will continue to be based in Brussels. Mr. Chluskis is group executive of automotive products and industrial equipment at ITT Europe and is also responsible for all international operations in Scandinavia. Mr. Stevenson is group executive of electronics and industrial components at ITT Europe.

VOUGHAL CARPETS. Mr. E. A. L. Morgan, marketing director, becomes additionally managing director, U.K. operations. Mr. G. L. Price has been made deputy managing director and sales director, U.S.A. Mr. D. A. O'Farrell, managing director, sales and marketing director, Irish division. Mr. P. D. Wheatland, director and general

manager, leaves the company after many years service.

Mr. William Oakley is to be appointed group finance director of UNICORN INDUSTRIES. Mr. Oakley comes from Wilkinson Match and he will succeed Mr. Peter Welch who is leaving at the end of April to become group finance director of Foseco Minsep.

Mr. E. L. S. Weiss has been made finance director of INDUSTRIES. Mr. Weiss latterly managing director (finance) of Drake and Cubitt Holdings remains a non-executive director of Lovell Stewart, a wholly-owned subsidiary of Y. J. Lovell (Holdings), and of Kyle Stewart Construction.

Mr. M. D. Chataway has been appointed a vice-chairman of C. ZARANKOW from April 1. Mr. Chataway joined the company in 1957 and joined the Board in 1971.

PHILLIPS PETROLEUM COMPANY has announced the appointment of Mr. Bill M. Boyce as manager, Etko Region in Stavanger, from April 1. He will also become president and general manager of Phillips Petroleum Company Norway. Mr. Boyce succeeds Mr. Gordon D. Goering, who becomes vice-president of the new sales and marketing division, Petroleum Products Group, in Bartlesville, Oklahoma.

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STOCKS RETREATED in active declines with only slightly ahead trading, amid growing concern of advances. The Stocks Index, about more inflation at home and short 0.38 to 268.91, but transports developments in the Middle East and Utilities were marginally higher.

However, the broader market was performing better than the Glamour and Blue Chip sectors, which continue to be under pressure from portfolio adjustments by large institutions.

One factor behind the decline was a prediction by Mr. William Miller, the Federal Reserve Board chairman, that the dollar's fall in overseas currencies market since last September could add 0.75 per cent to the U.S. rate of inflation.

Prices did, however, improve a little in the final hour, following the news from Jerusalem that Israel had achieved the objectives of its strike against Palestinian guerrillas in South Lebanon.

The Dow Jones Industrial Average was down 3.98 to 758.32 and the New York Stock Exchange index declined 0.14, but board volume came to 233,000 shares against Tuesday's 243,000. But

Stock volume was 2.78m. shares against 2.83 on Tuesday.

OTHER MARKETS

Wednesday's active stocks

Stocks, Cleared, Change
Texas Utilities ... 254 100 100 100 100
Hercules Inc. ... 471 300 100 100 100
American Tel. Tel. 261 700 100 100 100
Telecommunications 250 100 100 100 100
Vicor Inc. ... 226 700 44 44 44
BankAmerica Corp. 281 100 100 100 100
Pitney Bowes Inc. 250 100 100 100 100
Coca-Cola Blk. N.Y. 183 500 91 91 91
Sears, Roebuck ... 141 500 24 24 24

Canada higher

Canadian share prices closed higher in busy trading as Real Estates issued led a strong advance. The Real Estate sub-group gained more than 62 points in Toronto, the largest daily rise since January, 1976. The Compo-

site Index was 5.3 higher at 1,039.4 and advances outnumbered declines 243 to 174. Oil shares put on 0.3 to end at 1,378.2 and Metals and Mining rose 1.6 to 52.7.

In Montreal too the Industrial Index added 0.03 to 169.74.

PARIS—The market remained Monday's very firm tone after Tuesday's weakness and a number of second-line stocks were initially marked to limit. Gatois et Cie, Paribas, and C.G.E. L.M.T. were among those to be under pressure.

Trading began on a firm note after the settlement made by negotiators in the coal mine strike.

Aeronavion Industries rose 51 to 519 and General Cables picked up 1 to 512. The two companies plan to merge. Aircel, which recently bought a major interest from RGC International, rose 53 to 54.

Actively-traded American Telephone and Telegraph gained 55 cents to 861. The company came in with higher three-month earnings and forecast a good 1978.

Prices finished higher on the American Stock Exchange in moderate trading. The Amex index rose 0.32 to 126.09.

Stock volume was 2.78m. shares against 2.83 on Tuesday.

BRUSSELS—Belgian share prices were mixed in moderate trading. Asturienne, Bobstek, Vieille Montagne and UCB rose. But CBR, Solina, Fractiel, Cockerill, ACEC and S.A.C. fell. The market was highly selective, with gains in some sectors and losses in others.

ZURICH—The market continued its fall on a slower pace than recently with trading more highly selective. Swisscom, Bearat, B.R.F. 55 to B.R.F. 580, Petrolins rose B.R.F. 10 to B.R.F. 37.67, but

AMSTERDAM—Prices were

mixed with the index slightly higher. Royal Dutch was easier as was Unilever.

COPENHAGEN—The market closed mixed in fair dealings. Banks and Communications were lower. Insurances ended higher. Commodities, Shipments and Industrials were mixed.

FRANKFURT—Shares lost ground sharply on general uncertainty caused by the strikes in the German metal and newspaper industries and the Israeli advance note Lebanon.

Velux fell 10 to DM10.20, following news it is buying a division for 1977 to DM12. Other leading shares lost up to DM44, although major chemicals were steady against the trend.

OSLO—Industrials were barely steady and Banks were steady. Insurances and Shipments were quiet. Norsk Hydro edged lower.

VIENNA—Prices continued very steady with Reininghaus notably higher among Breweries after Tuesday's fall. In Construction, Union Bau fell. In Industries, Semperit rose. Elsewhere Viechtach, Magnesia and Kleemann were eased.

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its results due later this week to end at B.R.F. 10. Leading Banks also showed minor increases and in

Indices

NEW YORK - DOW JONES

Mar. 15	Mar. 14	Mar. 13	Mar. 10	Mar. 9	1977-78 Since computational		High	Low
					High	Low		
Industrial ...	778.92	782.85	780.86	756.55	780.86	780.87	782.76	780.87
RimeBonds ...	88.88	89.87	89.88	87.72	89.88	90.84	90.87	89.88
Transport ...	206.39	205.85	205.81	201.88	205.81	206.34	205.81	205.81
Utilities ...	106.50	106.10	106.02	105.82	106.50	106.41	106.50	106.41
Trading ent.	26.60	24.00	24.00	24.00	26.60	26.49	26.60	26.49

* Basis of index changed from August 31.

Mar. 15 Mar. 14 Mar. 13 Mar. 10 Mar. 9

Industrial ... 97.89 97.80 97.76 97.65 97.68

RimeBonds ... 88.88 89.87 89.88 87.72 89.88

Transport ... 206.39 205.85 205.81 201.88 205.81

Utilities ... 106.50 106.10 106.02 105.82 106.50

Trading ent. 26.60 24.00 24.00 24.00 26.60

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INDUSTRIALS—Continued

INSURANCE—Continued

PROPERTY—Continued

INV. TRUSTS—Continued

FINANCE, LAND—Continued

MOTORS, AIRCRAFT TRADES

Motors and Cycles

Commercial Vehicles

Components

Garages and Distributors

SHOES AND LEATHER

SOUTH AFRICANS

NEWSPAPERS, PUBLISHERS

PAPER, PRINTING

ADVERTISING

TEXTILES

PROPERTIES

TOBACCO

TRUSTS, FINANCE, LAND

Investment Trusts

TOBACCO

INSURANCE

PROPERTY

TRUSTS, FINANCE, LAND

Investment Trusts

TOBACCO

INSURANCE

PROPERTY

TRUSTS, FINANCE, LAND

Investment Trusts

TOBACCO

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Budget caution urged by Bank and OECD

BY MICHAEL BLANDEN AND PETER RIDDELL

THE GOVERNMENT is advised about wage and price objectives in two important reports to be cautious in stimulating the economy in the forthcoming year.

The Bank of England, in its quarterly bulletin, argues that the immediate scope for tax cuts as a stimulus to domestic demand is clearly limited for balance of payments reasons given the need to avoid a current account deficit.

It also maintains that the possibility of an accelerated rate of expansion in 1979 compared with this year argues against giving a large fiscal stimulus to the economy at this stage.

In its annual survey of the UK economy, the Organisation for Economic Co-operation and Development, representing the main industrialised countries, also calls for a controlled expansion which seeks only to absorb economic slack gradually.

In urging "continued prudence in demand management", the OECD places less emphasis on the current account than on inflation constraint with a continuing gap between the rate of price increases in the U.K. and in other industrial countries. It adult unemployment rate will stabilise at slightly above the international recovery.

The current account is ex-

pected to show a surplus this year of £1.44bn, according to the OECD, compared with its December projection of £1.8bn. But both bodies are more cautious about the prospects for 1979 in view of the slow growth in world trade.

The Bank expects that the increase in Gross Domestic Product in 1978 will be slightly less than the 3 per cent. The Bank projected last December on the basis of present policies, while the OECD projects a 2.4 per cent.

Both organisations believe further fiscal action will be necessary to keep the growth rate in the 3 to 4 per cent. range. The Bank argues that in contrast to increases in Government spending, the reductions could be helpful both in moderating price rises and helping to restore incomes.

Neither body is especially hopeful about unemployment. The Bank suggests that the recent reduction should not be seen as a trend but may reflect merely a reversal of last summer's sharp rise, which could have been a temporary aberration. The OECD believes the adult unemployment rate will stabilise at slightly above the international recovery.

Details, Page 14

Chemical industry planning £6bn. growth in three years

BY KEVIN DONE, CHEMICALS CORRESPONDENT

THE CHEMICAL industry plans to spend about £6bn. on expansion in the U.K. over the next three years, with £1.07bn. being invested in capital projects in 1978.

It is continuing to invest through recession, but, according to a Chemical Industries Association survey of investment intentions, it is becoming more cautious about the prospects of sanctioning new projects in 1979 and beyond.

The industry's U.K. capital expenditure last year at £260m. was short of the £290m. predicted 12 months ago, while projects sanctioned at £92m. were well below the expected £143m.

Reasons for the shortfall include severe construction problems and reduced demand. However, most projects should be carried forward to this year, with sanctions doubling to £1.04bn.

Capital expenditure this

year will be 14 per cent. up in volume terms on 1977. Mr. Jim Stewart, chairman of the association's economics committee, said yesterday.

In the three years to 1980 the industry's commitment, including working capital of about £22bn., will be about £2.1bn.

Increasing amounts will be spent on projects in Scotland.

Capital investment will quadruple from £60m. last year to more than £250m. in 1980.

Scotland's share of overall spending will have risen from the present 10 per cent. to 20 per cent.

"We are confident that our present plant capacity, plus those future plans, will give the U.K. industry ample ability to match high rate of growth to the rest of the economy, if this can be safely achieved," Mr. Stewart said.

But there were warning signals. "Additional expenditure

1973 to 1975" fell steadily from 1969 to 1973.

Local planning consents and product approvals were causing greater delays, and problems on large construction sites were holding back completion and new projects.

Overcapacity throughout Europe for many basic chemical products also gave cause for concern about prices and profits, particularly if the value of the pound does not properly reflect our real U.K. situation.

The U.K.'s share of the chemical industry investment is still rising after having fallen steadily from 1969 to

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